35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 12, 1960

Will added talent costs adversely affect the $650 million tv spot billings? 29

Gross time sales in tv for 1960 are ahead by at least $50 million, TvB says 30

Trafficking in station licenses faces stiff new restrictions from the FCC 62

Uhf tv could get big push if new FCC plans are carried to fruition 66

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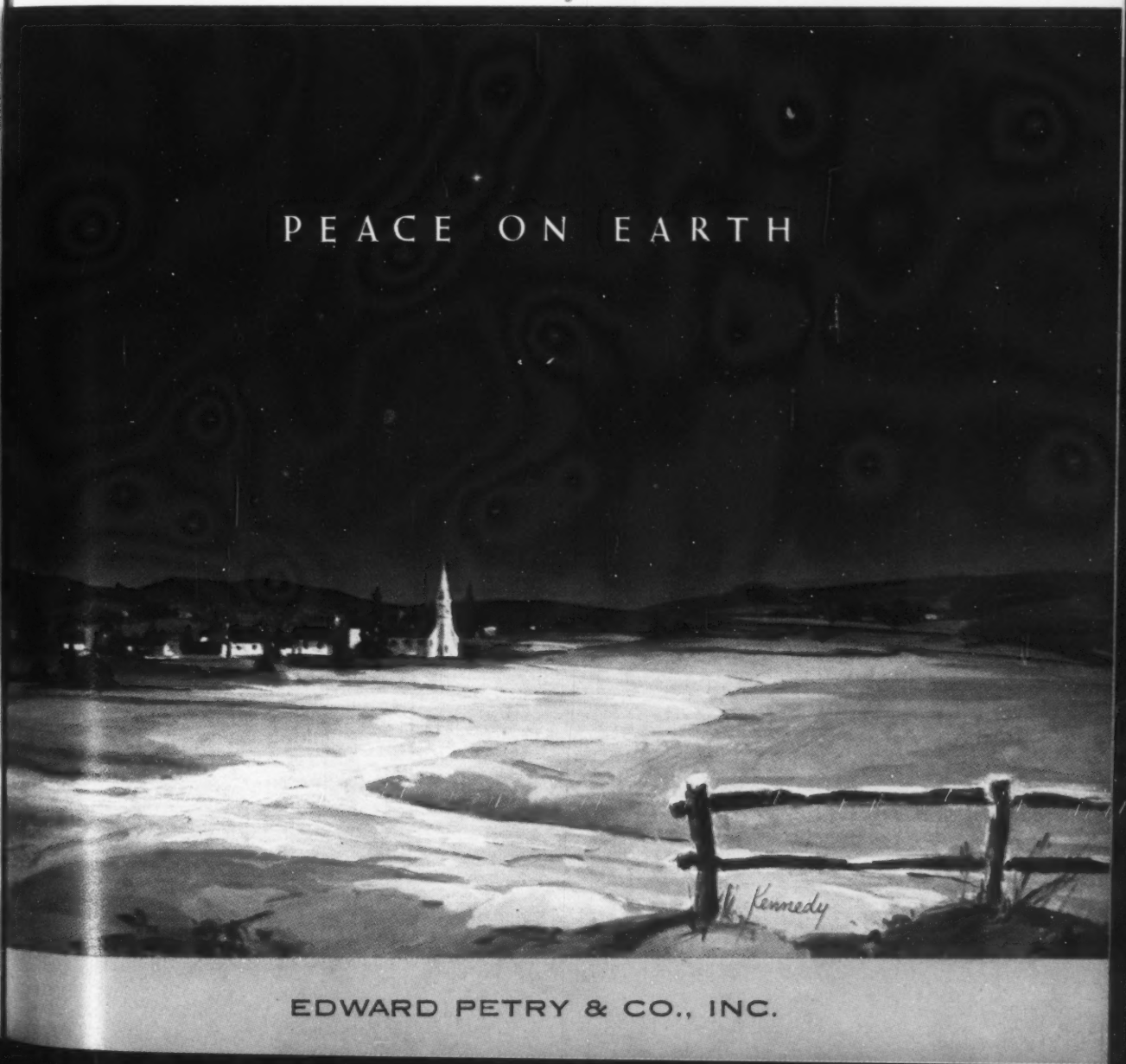
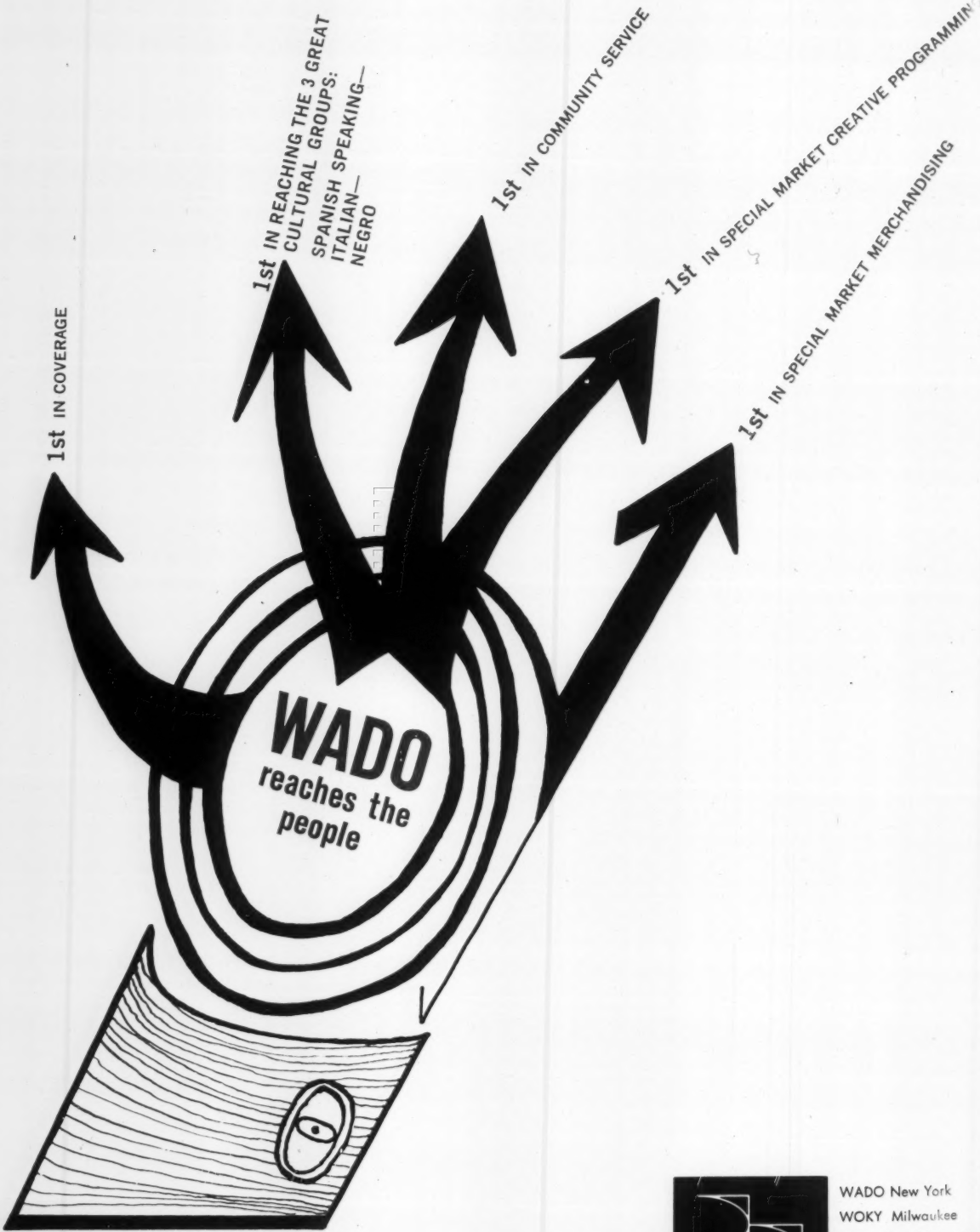


in new york there is a unique community service



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WOKY Milwaukee
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KCBQ San Diego
TeleHaiti
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Seasons Greetings

`a la St. Louis

Miss Joanne Dru, star of ABC's "Guestward Ho!" —and J.J. Bernard, KTVI Vice President and General Manager

Represented nationally by

BLAIR-TV

KTVI CHANNEL 2 abc ST. LOUIS

with channel 4 it's not luck...

. . . that almost one-third of the Texas TV market is yours. No. 1 coverage in the market . . . over 700,000 TV Homes . . . and No. 1 ratings aren't luck.

Finest personnel and finest equipment give your sales message on KRLD-TV the finest presentation . . . with the highest quality available to the television industry.

Reach The Dallas-Ft. Worth Market EFFECTIVELY With Channel 4.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

New way to count

Use of hours and minutes for spelling out broadcast station's programming is under consideration by FCC. This may be commission's substitute for percentage figures used currently in detailing categories of programs in license renewal forms. Form is under study for revision of program information and may be formulated before year's end. Commission met Thursday and completed review of first draft of position paper submitted last month by Broadcast Bureau (BROADCASTING, Nov. 21).

Thursday meeting saw various suggestions made by commissioners. Among most significant: (1) That commission use something other than "composite week" as base for information, (2) that question be drafted to indicate how facility is being used commercially as against programming, and (3) that method be worked out to show amount of time used for sponsored programs as against sustainers. Otherwise lines seem to be firming on other elements contained in staff presentation.

That vacancy

Washington's rumor sweepstakes last week, as applied to FCC, had Seattle attorney, Kenneth A. Cox, ahead for upcoming vacancy on FCC. Young attorney, who was special counsel for Senate Commerce Committee on communications matters during past five years, is understood to have potent support of Washington's two Democratic senators—Magnuson, chairman of committee, and Jackson, chairman of Democratic National Committee. But there was no indication that President-elect had reached independent agency level in considering appointments.

Vacancy would be that created by departure of GOP Commissioner Charles H. King, now serving recess appointment. Mr. Cox has been mentioned, not only for commissionership, but also possibly for chairmanship in event Democratic Commissioner Robert T. Bartley does not get post. Another report last week that Mr. Bartley was slated for Under Secretary of Commerce was said by Mr. Bartley to be without foundation since no one had talked with him.

NAB changes

Already on job as NAB's incoming president LeRoy Collins' "eyes and ears" is John Perry, executive assistant to Florida governor, slated for appointment as assistant to president when Gov. Collins assumes new office Jan. 4. Mr. Perry, 32, is former Florida newspaperman and is expected to include among his duties research and handling of Mr. Collins' speeches. Governor will maintain direct liaison with NAB staff vice presidents and department heads, with Mr. Perry's assignment that of personal aide. Gov. Collins, incidentally, has leased apartment in Sheraton Park Hotel, couple of miles north of NAB headquarters. He will assume his $75,000-per-year post, plus living allowance, immediately after he completes his term as Florida's executive.

While no immediate top-level changes in NAB's regular staff are indicated, one significant shift, augured by Perry appointment, may involve status of Robert K. Richards, former NAB administrative vice president, who has served since his resignation in 1954 as consultant on public relations and is under contract until April. He was responsible for policy level speeches for late president, Harold E. Fellows, and for three-man policy committee which has functioned since Mr. Fellow's death last March. It's likely his firm will be retained in public relations capacity within or alongside NAB after expiration of current contract.

Moderate report

Good guess is that report of James M. Landis to President-elect Kennedy on administrative agencies, due this week, will not propose drastic reorganization of FCC at this time although eventual reorganization would not be ruled out. Main thrust is expected in direction of more executive control over administrative agencies, rather than existing situation wherein authority floats between executive and legislative branches. Congress historically has resisted outright transfer to executive branch on ground that such agencies are legislative in character and therefore arms of Congress.

Into the ring?

Among some advertisers there is feeling that in future they should be among actual signers of talent-union contracts. This, they reason, would give them greater voice in negotiations, to which they feel they're entitled as ones who ultimately foot bills. Sentiment springs from dissatisfaction with outcome of latest go-round with AFTRA-SAG (see page 29), which followed customary procedure of letting networks and film producers do negotiating, but with agency and advertiser "observers" on hand.

New research

A. C. Nielsen Co.'s new apples-and-oranges comparison service, designed to show how television and magazines compare (and complement each other) in reaching national audiences, is getting independent status in Nielsen organization. Called Nielsen Media Service, it's functioned since announcement last fall (BROADCASTING, Sept. 26) as part of Nielsen Television Index and Nielsen Radio Index operations. To be announced shortly is appointment of Don McGlathery, NTI-NRI account executive with pre-Nielsen experience in magazines, as NMS sales manager and operating head. First NMS report is due out in February.

Protection promise

Eager young operatives of FCC's new Complaints & Compliance Division are using rough measures, according to reports filtering back to Washington attorneys. In one instance station ownership reported that FCC investigators sought to induce low-level employes to tip them on station violations, with oral assurances that employes would be protected. G-2 division, authorized at last session of Congress with appropriation of $150,000, is headed by John C. Harrington, who recently (BROADCASTING, Nov. 14) assured stations that no objectionable measures were being used.

Dead-end again

For third time within year, transaction for sale of KFSD-AM-FM-TV San Diego for around $7 million has fallen through. United Artists, which had picked up deal after Southland Industries Inc. (WOAI-AM-TV San Antonio) had cancelled because of financing difficulties, last week terminated its negotiations with *Newsweek* magazine and Fox, Wells & Rogers, investment firm, which jointly own facilities. Inability to iron out certain details of contract was responsible for withdrawal, it's learned. Triangle Stations (Annenberg interests) dropped deal last spring on advice of counsel because it had pending before FCC matter involving deintermixture of its ch. 12 KFRE-TV Fresno.

James G. Rogers, Fox, Wells partner, told BROADCASTING *last week that decision had been reached to withdraw property from market. It was ascertained, however, that preliminary study of properties had been undertaken by another entity now in station ownership. Facilities involved are ch. 10 KFSD-TV and KFSD-AM, 5 kw fulltime on 600 kc, plus KFSD-FM, 94.1 mc.*

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further proof that DETROIT GOES FOR MOVIES on channel

Again...

FIRST with the Ladies
WJBK-TV Morning Show 9-11 a.m., Mon. thru Fri.
7.6 DOUBLE THE RATING OF THE NO. 2 STATION

FIRST with Family Grownups
WJBK-TV Early Show 5-6:30 p.m., Mon. thru Fri.
11.1 OUTPULLS ALL COMPETITION! OVER 75% ADULT AUDIENCE

FIRST with Night Owls
WJBK-TV Nightwatch Theater
11:25 p.m., to sign off, Mon. thru Sun.
8.6 Mon. Thru Fri., DOUBLE THE NETWORK COMPETITION RATING, 11:30 p.m.—1 a.m.

NSI Sept. 19-Oct. 16, 1960, 5 day avg.

WJBK-TV

a Storer Station

Ride with the winner! Join the local and national advertisers who pick WJBK-TV movies month after month to boost sales in the nation's big-spending 5th market.

NATIONAL REPRESENTATIVE:
THE KATZ AGENCY

WEEK IN BRIEF

Jump of $7.5 million a year in talent bill for spot tv is seen in new contract being drafted by AFTRA and SAG, major talent unions. This raises fear $650 million spot billings may be adversely affected. See . . .

WILL TALENT DEAL HURT TV? ... 29

A halt to trafficking in radio and tv station licenses is sought by the FCC in a new rulemaking step. It's designed to keep licensees from selling stations until they have held them at least three years. See . . .

FCC TARGET: TRAFFICKING ... 62

National television billings are running at least $50 million ahead of last year in gross time sales, according to estimates by Television Bureau of Advertising. See . . .

1960 TV BILLING AHEAD OF 1959 ... 30

The FCC is moving again to help speed development of the uhf band. It's planning to promote all-channel tv set production by supporting a law which would require that all sets receive all channels. Curtailment of vhf drop-ins is considered. See . . .

A HELPING HAND FOR UHF ... 66

Gulf Oil Corp. believes it has found the answer to its search for a tv advertising vehicle. The sponsor will spend over $1 million for special NBC-TV news reports covering spot news developments here and abroad. See . . .

NEWS SHOWS LURE GULF ... 34

Two tv networks—ABC and CBS—agree that the new 2½-hour option time period should run from 8:30 to 11 p.m. Period has been cut by FCC from three hours. NBC is still undecided. See . . .

ABC, CBS OPTION TIME CUTS ... 46

How do you fix what's wrong with a tv commercial? Lennen & Newell top officials explain how the agency's test system is working after more than two years of operation on a test basis. They learn how sales impact can be improved. See . . .

BEEFING UP COMMERCIALS ... 40

There are good omens at the Internal Revenue Service as the result of a national ruling that tv film showings have different values at different times. This affects only producers of tv films now but it may influence station rulings. See . . .

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Package and tie-in sales of tv films face federal injunction in New York. Federal Judge Dawson finds forced sales by distributors, apparently bringing tv films under Paramount consent decree covering block booking. See . . .

TV FILM PACKAGES HAVE HAD IT ... 70

Radio regulation shouldn't hinder the development of that medium, the Canadian Assn. of Broadcasters tells the Board of Broadcast Governors at hearing in Ottawa. See . . .

CANADIAN STATIONS PROTEST ... 78

For years the doors of the House of Representatives committee rooms have been closed to radio-tv whereas Senate hearings are covered frequently. NAB committee wants media access. See . . .

OPEN THOSE HOUSE DOORS ... 50

Progress is found in local advertising ethics, according to the results of a survey of 57 ad clubs by Advertising Federation of America. See . . .

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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IF YOUR CLIENT IS THINKING OF SELLING CARS IN NEW YORK

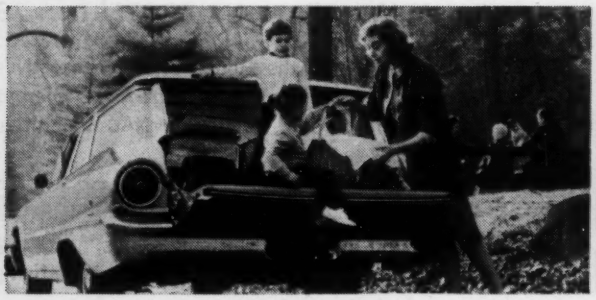
(and he should be; it's the biggest market in the U.S.)

START WHERE THE SELLING IS EASY

(easier because the New York market is bigger than the next 3 combined)

START WITH WINSland

(the proven road for reaching these people)



WHERE THE MARKET IS MARVELOUSLY MOBILE

(all ages, all interests, all incomes)

No matter where they go, WINSlanders have this in common. They're always on the go and they prefer to go in cars. They spend over 2.7 billion a year on new cars, gasoline, lubricants and automotive products. You can reach them almost every minute of the day and night (on their car radios!) with WINS, No. 1 station in New York. MEDIA MORAL: If you sell something with "go," go sell it on WINS, the station that can drive home the sales.

For complete information call: WINS JUdson 2-7000

1010

WINS

NEW YORK

Nationally Represented by The Katz Agency

Hearing called on high towers

Public hearing on Federal Aviation Agency's proposed rules requiring FAA clearance for tv towers and other tall structures will be held early in January in Washington.

Meeting was set by E. R. Quesada, FAA administrator, in Friday wire to Charles H. Tower, NAB tv vice president.

Move followed meeting earlier that day between FAA officials and group comprising broadcast, railroad, petroleum, real estate and municipal officers associations. Group, organized under aegis of NAB, asked FAA to authorize public hearing to study impact of proposed rules.

FAA rules were issued in draft form last September. They propose to require FAA approval for all structures extending 175 ft. above ground in certain areas near airports and flyways, and 500 ft. at other sites (BROADCASTING, Sept. 19 et seq.).

Major conflict arose over jurisdiction between FAA and FCC. FAA stated it had final word on whether proposed towers were aeronautical hazards. They implied this would be sufficient to ban broadcast grants.

FCC and broadcasters rejected this thesis, asserting FCC by law has final say on whether to grant radio or tv licenses. Impasse broke early last month when Mr. Quesada agreed FCC has final powers on grants for broadcast stations (BROADCASTING, Nov. 21).

Tv's 'biggest show'

NBC-TV's *Peter Pan* presentation last Thursday night (7:30-9:30 p.m. EST) drew largest one-network audience in history of television, NBC claimed Friday. It said American Research Bureau's National Arbitron gave it total audience of 24.3 million homes, with 17.7 million homes tuned per average minute. NBC said average audience rating for *Pan*, making its third appearance on network, was 39.8, or 1.5 times combined ratings of network competition.

Largest tv audience in history was for election coverage last month, when 83 million people in 33 million homes watched during single half-hour, according to ARB (BROADCASTING, Nov. 14), but those figures counted tune-in to all three networks.

Sarnoff to appear

NBC Board Chairman Robert W. Sarnoff reportedly will be leadoff broadcast witness in hearings this Thursday-Friday by House Campaign Expenditures Committee on high costs of running for public office as result of extensive use of tv and radio and on hardships imposed on candidates because of length of time between nomination and election (story, page 67). Other networks have been invited to testify, but had not indicated acceptance by last Friday.

MGM eyes tv market for post-'48 features

Metro-Goldwyn-Mayer officially confirmed Friday (Dec. 9) it is reviewing post-'48 feature market in television so company "will be able to act promptly when circumstances are most favorable." MGM first indicated interest at time Screen Gems leased more than 200 Columbia features to five CBS owned and operated tv stations (BROADCASTING, Dec. 5).

MGM's official position was contained in annual report which disclosed more than $9.5 million net profit ($3.83 per share) for fiscal year ended Aug. 31, 1960, gain of 25% over previous fiscal year. MGM president Joseph R. Vogel said he was confident earnings for fiscal 1961 would substantially exceed current period, and that during 1960 licensing of pre-1949 features and short subjects to tv brought total $58.3 million in contracts.

Media invited to join ANA-AAAA ethics project

Broadcasters and other media people were officially invited Friday to take part in agency-advertiser self-regulation project. Invitation was voted by Assn. of National Advertisers and American Assn. of Advertising Agencies Committee for Improvement of Advertising Content. It had been indicated this would be done when committee's so-called Interchange of Opinion on Objectionable Advertising, originally sponsored by AAAA alone, became co-sponsored by ANA (BROADCASTING, Oct. 10). Broadcasters and other media executives should direct their complaints against advertising taste, etc., to interchange committee via their respective media associations (NAB, etc.).

Gov. Collins honored at Orlando dinner

Surprise testimonial to Gov. LeRoy Collins, of Florida, who assumes NAB presidency Jan. 4, was paid Thursday night at Orlando, Fla., dinner by nearly 300 state and military leaders.

Gov. Collins was host at dinner paying tribute to achievements of military in state. Event took reverse twist when guests presented him with trophies, paintings and other gifts for his helpfulness to military services in area. He was described as "a man who worked as an announcer for a week last summer," referring to his chairmanship of Democratic convention. He told dinner he had received over 8,000 letters as result of convention role.

Lt. Gen. Donald N. Yates, USAF, deputy director of defense research and engineering, said three communications satellites now in orbit "increase solid communications channels by 10 to 40 times, or half again as many as now exist between the East and West Coasts." He described weather satellite as "biggest breakthrough in meteorological history." He added, "We are going into the space age faster than most people realize."

WBC buys KLAC for $4.25 million

Purchase of KLAC-AM-FM Los Angeles by Westinghouse Broadcasting Co. for $4.25 million is being announced today (Dec. 12).

Acquisition of Los Angeles independent, subject to usual FCC approval, would give WBC its seventh am station. It also owns five tv stations. KLAC, on 570 kc with 5 kw day, 1 kw night, is owned by Mortimer Hall, who bought it from his mother, Mrs. Dorothy Schiff Sonneborn, in 1956 for $850,000. Mr. Hall continues his part ownership in KEAP San Francisco.

Westinghouse stations are WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, both Mass.; KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WJZ-TV Baltimore, KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, KEX-AM-FM Portland, Ore., and WIND Chicago.

Other sales reported Friday and subject to usual FCC approval:

- KWBA Baytown, Tex.: Sold by

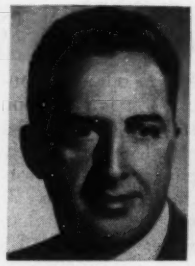
more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Oliver

C. Burt Oliver, vp and managing director of Foote, Cone & Belding Canada Ltd., to new post of national broadcast business manager of FC&B, working in New York. Mr. Oliver will report to John B. Simpson, vp and national director of broadcast. Previous Oliver assignments with FC&B include business manager of Los Angeles office, vp-general manager of Hollywood office and administrative vp for agency's western offices. Mr. Oliver formerly was vice chairman of Television & Radio Administrative Committee of American Assn. of Advertising Agencies and is founder and past president of Hollywood Advertising Club. His successor in Toronto is **Richard B. Bradshaw,** agency account executive in Chicago, who will move to FC&B Canada as managing director and chief executive.

Bill Michaels, vp and managing director of WJBK-TV Detroit, and **Terry H. Lee,** vp and managing director of WAGA-TV Atlanta, appointed regional vps for Detroit and Cleveland, and Atlanta, Toledo and Milwaukee, respectively. Appointments were announced by George B. Storer Jr., vp for tv for Storer Broadcasting Co. (owner of WJBK-TV and WAGA-TV), who said changes were made to bring about closer liaison between Storer tv stations, home office and new Storer spot tv sales organization being organized in New York and Chicago. Mr. Michaels and Mr. Lee will relinquish active managerial roles at their respective stations. Mr. Michaels, in broadcasting since 1940, joined Storer organization in 1953 when it purchased KABC San Antonio, Tex., of which he was then manager. He was named vp in 1956 and was elected to board of directors last year. Mr. Lee joined Storer in 1958 from KOVR (TV) Stockton-Sacramento, Calif., where he was president and general manager. He has been managing director of WAGA-TV since 1959 after serving Storer in similar capacities at WITI-TV Milwaukee and now-extinct WVUE (TV) Wilmington, Del.-Philadelphia.



Mr. Michaels

Mr. Lee

Mr. Brown

Mr. Flanagan

Kenyon Brown resigns as president of Broadcast Div. of Nafi Corp., effective immediately, to devote full time to his other interests, including several radio stations and 10% of the Los Angeles Angels, newly franchised American League baseball team (see story, page 56). **Alvin G. Flanagan,** Nafi Broadcast Div. vp and general manager of Nafi-owned KCOP (TV) Los Angeles, succeeds Mr. Brown as president. Nafi also owns KPTV (TV) Portland, Ore., and KTVT (TV) Ft. Worth-Dallas and KXYZ Houston. Mr. Brown's personal radio holdings include KITO San Bernardino and KSON San Diego, both California; KANS Kansas City and KGLC Miami, Okla. With Bing Crosby, George L. Coleman, Joseph A. Thomas and Kevin Sweeney, he owns KFOX Long Beach, Calif., but transfer of that station's license to Washington Homes Inc., Washington, D. C., is awaiting FCC approval.

For other personnel changes of the week see FATES & FORTUNES

AT DEADLINE continued

Robert H. Walker and associates to David R. Worley and C. O. Kendrick for $200,000. Mr. Worley has interest in KLEA Lovington, N.M., and in KSEL Gallup, N. M. Mr. Kendrick is co-owner of KENN Farmington and KYVA Gallup, both N. M. Broker was Hamilton, Landis & Assoc.

▪ WOHI-AM-FM East Liverpool, Ohio: Sold by Richard V. Beatty and group to Joseph D. Coons and associates for $175,000. Mr. Coons was formerly with WTRY Troy, N. Y., and more recently consultant with New England Telephone Co. Broker was Blackburn & Co.

'Extra' pact adopted

Pact covering pay for extra players on tv commercials concluded Friday by Screen Actors Guild, Screen Extras Guild and New York Film Producers Assn. New "Product Extra Player" class set up with $55 daily minimum retroactive to last Nov. 16 and running to June 30, 1964; base rises to $70.83 July 1, 1962. Original payment covers 13 weeks with provision for re-use pay. Pact makes first time extras who demonstrate products will get special rates plus reuse payments. (Early story page 29.)

Gleason to return

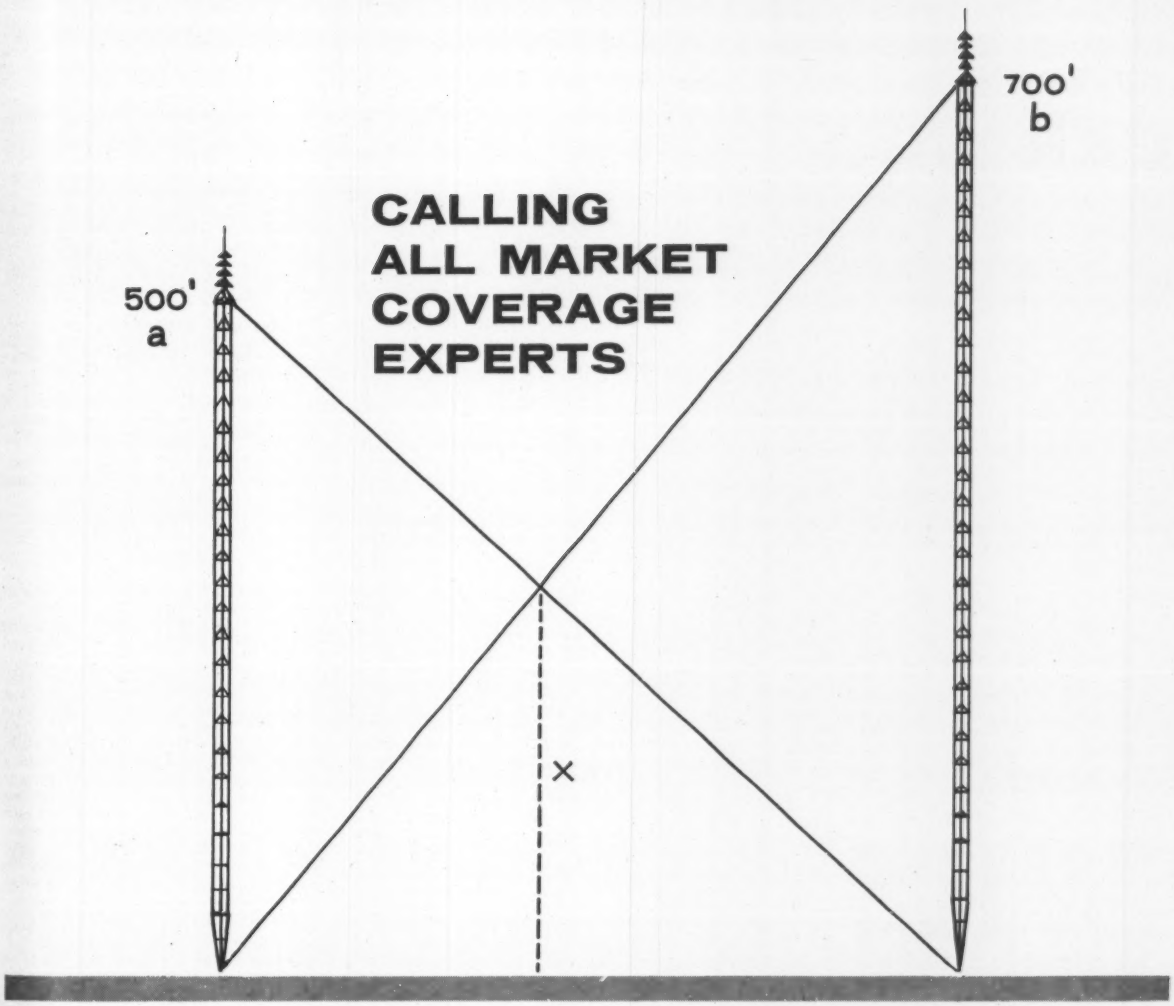
Jackie Gleason returns next month to CBS-TV after year's absence to star in comedy panel. Starting Friday, Jan. 20, 9:30-10 p.m. (EST), L&M cigarettes (through Dancer-Fitzgerald-Sample) and Plymouth Div. of Chrysler (N. W. Ayer) present *You're in the Picture,* replacing *The Garlund Touch,* which same two have sponsored. Star, one of handful under long-term multi-million contract to CBS, returns in panel format using four guests and comic visual device for guessing game.

FCC in West Virginia

Four members of FCC were to be in West Virginia today (Monday) for inspection tours of two government installations. Group will visit National Radio Astronomy Observatory, Greenbank, and Naval Research Station, Sugar Grove. Planning to make trip were Commissioners Frederick W. Ford, Rosel H. Hyde, Robert T. Bartley and John S. Cross, Chief Engineer Ed Allen and several other commission engineers.

Lehman heads ARF

Alcuin W. Lehman, managing director of Advertising Research Foundation Inc., for 16 years, elected president of ARF at Dec. 8 meeting of board of directors. Arthur Hull Hayes, president of CBS Radio, was elected chairman of board.



Two tv station owners * erect tv antenna towers within guy-wire range of each other. In fact, a wire goes from the top of each antenna to the base of the other. The ground between the two is flat. One tower is 700 ft. high, the other 500 ft. What is the height above ground where the two guy wires cross one another? (These are ultra-special, giant economy size guy wires with no middle age spread or sag.)

Solve this neck-craning problem and receive, absolutely without strings, a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you have already earned this invaluable trophy, say so in your entry and we'll provide another brain-stimulating prize.

* Obviously, they weren't buddy-buddy or they would have mounted both antennas on a single tower to obtain equal signal coverage. No such problems exist in Washington, D. C., where all four stations have equal height antennas —but WMAL-TV leads in market coverage due to its total area promotion of ABC programs.

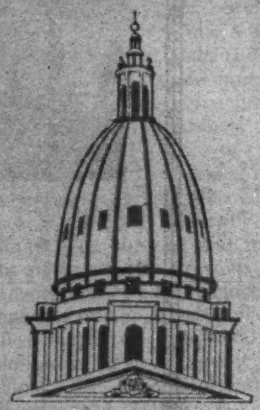
wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C., **WSVA-TV** and **WSVA**, Harrisonburg, Va.

IN
LANSING



THE CENTER OF CENTRAL MICHIGAN'S *MULTI-MILLION** *MARKET...*

WILS

5000 WATTS

has been consistently rated

No. 1

by every listener survey for the *past 4 years.*

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

*A $615,846,000.00 market composed of industry, education and state government (S M - July 10, 1960 - E. B. M.)

BUY WILS Lansing

...the most for your money in the market.

represented by Venard, Rintoul & McConnell 03

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

DECEMBER

*Dec. 16—**Foreign Press Assn.** (an organization of correspondents for radio-tv networks, news agencies and newspapers in 52 countries) seventh annual international press ball. Waldorf-Astoria Hotel, New York. Proceeds of the ball will be divided between the United Nations Children's Emergency Fund (UNICEF) and the Community Service Society of New York.

Dec. 19—**Broadcasting Executives Club of New England** annual Christmas party. Grand Ballroom, Sheraton-Plaza Hotel, Boston, 5 p.m.

*Dec. 30—Deadline for reply comments on FCC's proposal regarding assignment of vhf channels at less than present minimum mileage separations. Docket 13,340.

Dec. 31—Deadline for entries in first **International Broadcast Awards** competition of Hollywood Advertising Club.

Dec. 31—Deadline for submitting nominations for the **Alfred I. duPont Awards.** The categories are: a large station for outstanding programming; a small station for similar excellence, and an outstanding news commentator. Awards are for radio or tv. Submit entries to Prof. O. W. Riegel, head of the Dept. of Journalism and Communications, Washington and Lee U., Lexington, Va.

JANUARY 1961

*Jan. 6—Comments due on FCC's proposal to add ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and make other changes to bring this about.

Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York.

Jan. 10—Deadline for entries for the **George Foster Peabody Radio & Television Awards.** The awards give recognition to programs, stations, networks and individuals. Categories for both radio and tv are: news, entertainment, education, youth or children's programs, promotion of international understanding and public service. Entry blanks and further information may be obtained from the Dean, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

Jan. 10—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Johnny Carson will discuss what show business people think of the broadcast media. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 13—New York Chapter, **Academy of Television Arts & Sciences "Close-Up" 1961** dinner. Grand Ballroom, Waldorf-Astoria Hotel.

Jan. 17—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Robert (Bucky) Buchanan, radio-tv group head of J. Walter Thompson, N. Y., is featured in a case history of Ford's broadcast use. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Jan. 20-22—**Advertising Assn. of the West** mid-winter conference. Pioneer Hotel, Tucson, Ariz. James Proud, president of Advertising Federation of America, will report on plans for Feb. 1 meeting with members of Congress.

Jan. 21-22—**Ninth annual Retail Advertising Conference,** Palmer House, Chicago.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.

Jan. 24—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Harry Renfro, in charge of radio-tv at D'Arcy, St. Louis, talks about use of local programs and/or syndication as compared to spot announcements. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 24-26—**Georgia Radio & Television Institute,** sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc., and Arthur Hull Hayes, president of CBS Radio, will be among the featured speakers.

Jan. 27—**Educational Foundation of American Women in Radio & Television,** Board of Trustees meeting. Belmont Plaza Hotel, New York City.

Jan. 27-29—**American Women in Radio & Television,** board of directors meeting. Belmont Plaza Hotel, New York City.

Jan. 30-Feb. 4—**National Retail Merchants Week** sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

FEBRUARY

Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, advertisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1—Deadline for entries in 38th annual **Better Copy Contest** of Public Utilities Advertising Assn. Twenty classifications to be judged include separate categories for radio and television. Not restricted to PUAA-affiliated companies. Further information available from W. L. Perdue, contest chairman, Kansas City Power & Light Co., 800 Kansas Ave., Topeka, Kan.

*Feb. 1—New deadline for comments on FCC proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Feb. 1-3—**Winter Military Electronics** convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE Business Office, 1435 S. La Cienega Blvd., Los Angeles 35. Convention will be held in Biltmore Hotel there.

Feb. 4—**Directors Guild of America,** annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 5-6—**Texas Assn. of Broadcasters** spring convention. Commodore Perry Hotel, Austin.

Feb. 5-11—**1961 Advertising Week.**

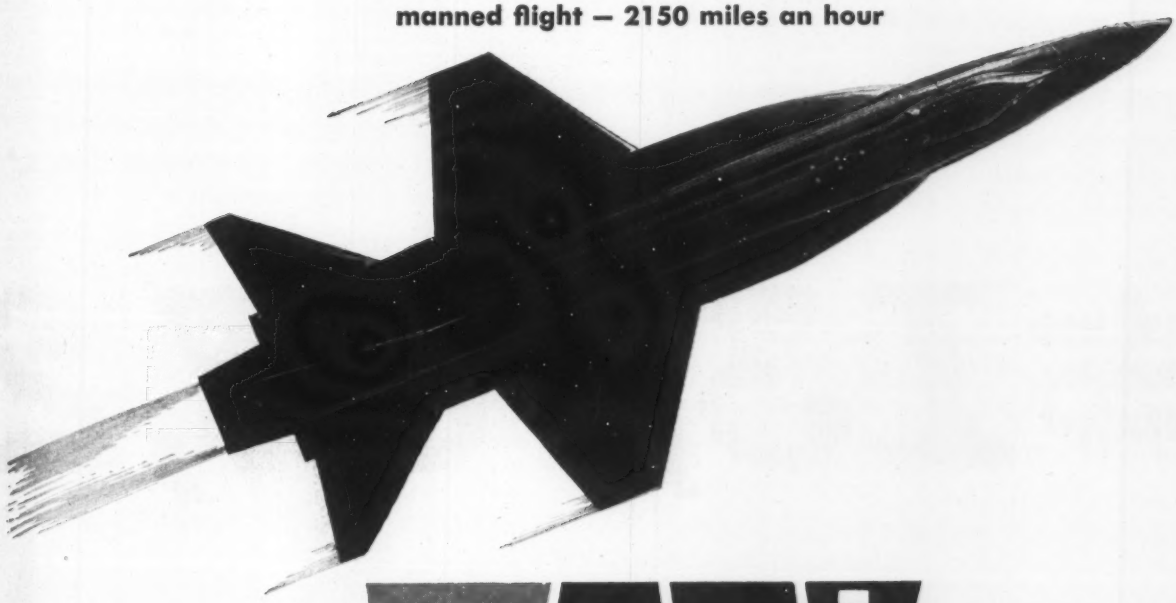
Feb. 7—**International Broadcast Awards** banquet of Hollywood Ad Club. 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

Feb. 14-15—**Assn. of National Advertisers,** cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 18—**Western States Advertising Agencies Assn.** annual dinner dance. An award

THE X-15
IS THE
PACESETTER
IN JET TRAVEL

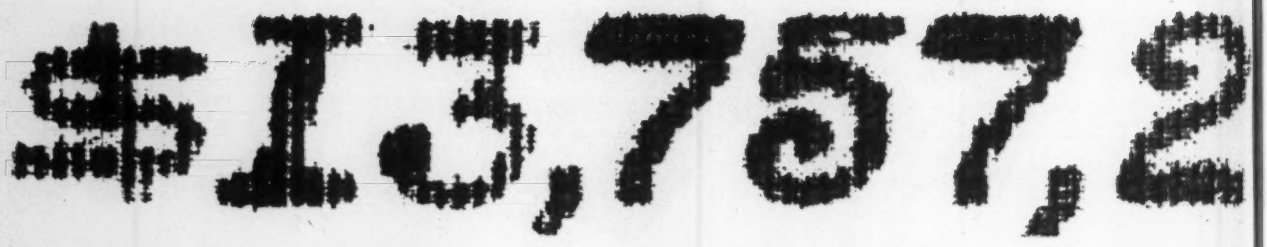
It established the record for the fastest manned flight — 2150 miles an hour



WSAI
IS CINCINNATI'S
PACESETTER
RADIO STATION

WSAI provides Cincinnati's most complete news service. It is the *only* Cincinnati radio station with radio-equipped mobile news units . . . it was the *first* Cincinnati station to use "beeper" reports . . . the *first* to editorialize . . . the *first* and *only* Cincinnati station to "review" the newspapers. In Programming . . . In Popularity . . . In Productivity . . WSAI is Cincinnati's PACESETTER Radio Station.

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WSAI – *Cincinnati;* WPEN – *Philadelphia;* WALT – *Tampa*



A matter of principle

In 1960 the five CBS Owned television stations devoted nearly 14 million dollars worth of station time and facilities to non-network public affairs programs and announcements. The amount in itself is not of primary importance. But the principle behind it is. For the sum (an all-time high!) is a measure of the emphasis the five CBS Owned stations place on community service programming patterned to the highest production standards. The result is a wide variety of exceptional programs which won better than 40 awards

and citations during the year. Information programs ranging from hour-long documentary "specials" broadcast during prime-time evening hours, to station editorials, to on-the-spot reports from the Congo and from many other top-interest locations around the world.

In a real sense, the stations' commercial success makes possible this wealth of public affairs programming. And thus guarantees the program balance which has always been a guiding principle of...

CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc.
Operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis

THAT'S ACCEPTANCE!

On June 27, RSI announced a new service for radio and television stations that play records:

Ten new singles each week . . . The Billboard's "Spotlight Winners" – the best of the new releases as selected by The Billboard.

In four months, over 450 stations – from every section of the United States and Canada – subscribed to RSI. This swift acceptance is an accurate measure of the great value broadcasters place on this unique record service.

AND IT IS A GREAT VALUE.✸✸✸ RSI SUBSCRIBERS GET THE BEST OF THE NEW RELEASES✸THEY GET THEM FASTER✸THEY GET THEM AT A LOWER PRICE ✸AND THEY GET THEM WITH AN UNCONDITIONAL GUARANTEE OF COMPLETE SATISFACTION!

Six Record and Album Services Available

If you play records – and you're not yet a subscriber – you owe it to yourself to look into the many record services stations have asked RSI to provide. For today, in addition to the "Hot 100," you can get weekly "Easy Listening" and "Country Music" singles from RSI . . . new monthly popular and classical albums . . . an LP Catalog Album service.

Write to Hal Cook for the full story. No obligation, of course. Just a wonderful opportunity to find out how you can get better records – faster and cheaper. Write today.

RSI

Record Source, Inc.
333 East 46th Street
New York 17, N. Y.
Telephone: YUkon 6-0155

Hal B. Cook Executive Director

will be presented to the "Advertising Citizen of 1960." Venetian Room, Ambassador Hotel, Los Angeles.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D. C.

Feb. 26—**Broadcast Pioneers,** New York chapter, first of a series of annual salutes to stations. WLW Cincinnati to be honored. 5 p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

MARCH

March 9—**Radio & Television Executives Society of New York** annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

March 17-18—**Professional Advertising Club of Topeka** workshop and clinic. Washburn U., Topeka, Kan.

*March 30-April 1—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Santa Monica, Calif.

APRIL

*April 1—Deadline for entries in the American Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribu-

COLOR CASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Dec. 12-16, 19-21 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Dec. 12-16, 19-21 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Dec. 12-16, 19-21 (10:30-11 a.m.) **Play Your Hunch,** part.

Dec. 12-16, 19-21 (11-11:30 a.m.) **The Price Is Right,** part.

Dec. 12-16, 19-21 (12:30-1 p.m.) **It Could Be You,** part.

Dec. 12-16, 19-21 (2-2:30 p.m.) **The Jan Murray Show,** part.

Dec. 12-15, 19-21 (11:15 p.m.-midnight) **The Jack Paar Show,** part.

Dec. 14, 21 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel

Dec. 14, 21 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Dec. 15 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Dec. 15 (10-10:30 p.m.) **The Groucho Show,** Lorillard through Lennen & Newell and Toni through North Adv.

Dec. 16 (8:30-10 p.m.) **Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

Dec. 17 (12:45 p.m.-conclusion) **Liberty Bowl Football Game,** B. F. Goodrich through BBDO; Whitehall and Colgate, both through Ted Bates, and Eversharp through Compton Adv.

Dec. 17 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Dec. 17 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** Gen. Mills through Dancer-Fitzgerald-Sample.

Dec. 17 (7:30-830 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Dec. 18 (6-6:30 p.m.) **Meet the Press,** sust.

Dec. 18 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson. Beechnut through Young & Rubicam.

Dec. 18 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Dec. 21 (8:30-9 p.m.) **Project 20,** U. S. Steel through BBDO.

watching KMJ-TV in FRESNO (California)

Fresno males get the KMJ-TV sports-watching habit at a young and tender age. Throughout the year there's top-flight sports programming on Channel 24.

The NBC Cavalcade of Sports, NCAA Football, top basketball and baseball games in season . . . to name a few of the shows. No wonder Fresno viewers are unflaggingly loyal to KMJ-TV.

KMJ-TV McCLATCHY BROADCASTING COMPANY first TV station in the Billion-Dollar Valley of the Bees

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

America's Top TV Stations are following...

3 GREAT HOLLY
TO TOP TV

SUNSET 54 *These 4 plus 50 more:*

THE RAZOR'S EDGE
Tyrone Power, Gene Tierney

WILSON
Alexander Knox, Geraldine Fitzgerald

MY GAL SAL
Rita Hayworth, Victor Mature

KIDNAPPED
Freddie Bartholomew, Arleen Whelan

SANTA MONICA 54 *These 4 plus 50 more:*

A TREE GROWS IN BROOKLYN
Dorothy McGuire, Joan Blondell

BLOOD AND SAND
Tyrone Power, Rita Hayworth

WHEN IRISH EYES ARE SMILING
Dick Haymes, June Haver

CLIVE OF INDIA
Ronald Colman, Loretta Young

If you've missed the highway to Big Stars and

WOOD BOULEVARDS ENTERTAINMENT!

WILSHIRE 54

These 4 plus 50 more:

JESSE JAMES
Henry Fonda, Tyrone Power

TALES OF MANHATTAN
Charles Boyer, Rita Hayworth

ROXIE HART
Ginger Rogers, Phil Silvers

SEVENTH HEAVEN
James Stewart

SOLD IN THESE MARKETS!

SUNSET 54

WABT Birmingham, Alabama
KNXT Los Angeles, California
KTVR Denver, Colorado
WTIC Hartford, Connecticut (New Haven-New Britain)
WRC Washington, D.C.
WCKT Miami, Florida (Fort Lauderdale)
WSB Atlanta, Georgia
WBBM Chicago, Illinois
WISH Indianapolis, Indiana (Bloomington)
WHAS Louisville, Kentucky
WWL New Orleans, Louisiana
WTCN Minneapolis, Minnesota (St. Paul)
KPLR St. Louis, Missouri (Belleville, Illinois)
WOW Omaha, Nebraska
WRGB Albany, New York (Schenectady-Troy)
WCBS New York City, N. Y.
WBTV Charlotte, North Carolina
WLWT Cincinnati, Ohio
KOIN Portland, Oregon
WTPA Harrisburg, Pennsylvania (Lancaster)
WCAU Philadelphia, Pennsylvan
WJAR Providence, Rhode Island
WDEF Chattanooga, Tennessee (Rome, Georgia)
KRLD Dallas, Texas (Fort Worth)
KUTV, KSL Salt Lake City, Utah
WTAR Norfolk, Virginia (Hampton-Portsmouth-Newport News)
KHR Spokane, Washington
KTNT Tacoma, Washington (Seattle)

SANTA MONICA 54

KNXT Los Angeles, California
WTIC Hartford, Connecticut
WCKT Miami, Florida
WBBM Chicago, Illinois
WISH Indianapolis, Indiana (Bloomington)
WWL New Orleans, Louisiana
KMSP Minneapolis, Minnesota (St. Paul)
KPLR St. Louis, Missouri (Belleville, Illinois)
WOW Omaha, Nebraska
WCBS New York City, New York
KOIN Portland, Oregon
WTPA Harrisburg, Pennsylvania
WCAU Philadelphia, Pennsylvan
WJAR Providence, Rhode Island
WATE Knoxville, Tennessee
WFAA Dallas, Texas (Fort Worth
WTAR Norfolk, Virginia
KTNT Tacoma, Washington (See Seattle)

WILSHIRE 54

KNXT Los Angeles, California
KTVR Denver, Colorado
WTIC Hartford, Connecticut (New Haven-New Britain)
WCKT Miami, Florida (Fort Lauderdale)
WBBM Chicago, Illinois
WISH Indianapolis, Indiana (Bloomington)
WWL New Orleans, Louisiana
KPLR St. Louis, Missouri (Belleville, Ill.)
WRGB Albany, New York (Schenectady-Troy)
WCBS New York, New York
KWTV Oklahoma City, Oklahoma
WTPA Harrisburg, Pennsylvania
WCAU Philadelphia, Pennsylvan
KRLD Dallas, Texas (Fort Worth
KTNT Tacoma, Washington (Seattle)

Proven Ratings, today, contact:

NTA

NEW YORK: 10 Columbus Circle • JUdson 2-7300
LOS ANGELES: 8530 Wilshire Boulevard, Beverly Hills • Oleander 5-77
CHICAGO: 612 N. Michigan Avenue • Michigan 2-5561

WSYR-TV
PLUS!
WSYE-TV
DOMINATES
CENTRAL NEW YORK

WSYR-TV ALONE DELIVERS 44,287
MORE HOMES THAN ITS COMPETITOR

WSYR-TV AND ITS SATELLITE,
WSYE-TV, DELIVER 73,089 MORE
HOMES THAN ITS COMPETITOR

*All figures NCS No. 3, weekly circulation.

WSYR • TV

NBC Affiliate

Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

tion to public understanding of the American legal and judicial systems."

April 6-8—Montana Broadcasters Assn. annual meeting. Billings, Mont.

April 14-15—Kansas Assn. of Radio Broadcasters annual convention. Jayhawk Hotel, Topeka.

*April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

*April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

*April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 26-29—**Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio.

MAY

*May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4-8—**American Women in Radio & Television,** national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—**Brand Names Week.**

May 7-11—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

*May 8-10—**National Aerospace Electronics Conference,** Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

May 15-27—**International Festival of Television Arts & Sciences.** Montreux, Switzerland. Schedule includes an international tv equipment trade fair and a contest judging of the best television musical variety program. The fair is being held under patronage of the Swiss Television Authority and the city of Montreux.

*May 22-24—**National Symposium on Global Communications,** Institute of Radio Engineers, N. Y. Hotel Sherman, Chicago.

AUGUST

*Aug. 11-12—**Texas Associated Press Broadcasters Assn.** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

*Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 1—AFA annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.

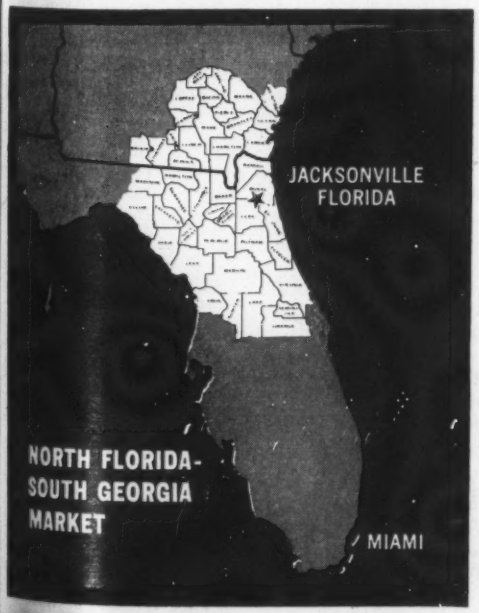
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D.C.

"Who's on First?"

NOW! WFGA-TV FIRST IN JACKSONVILLE

55%

WFGA-TV now dominates the Jacksonville Market with 55% share of the audience



Latest ARB (August) shows WFGA-TV **first,** with 55% metro share-of-audience 9 A.M. to midnight, seven days a week! WFGA-TV proudly joins its sister stations, WTVJ, Miami and WLOS-TV in the Carolina Triad, as the number one station in its respective market.

For highest results in your advertising, choose the highest-rated station in the Jacksonville area, WFGA-TV! **For the first Jacksonville Starch Survey for over a decade . . . Contact your PGW Colonel.**

WFGA-TV

JACKSONVILLE abc NBC

REPRESENTED NATIONALLY BY | PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

Sell Six Rich Negro Markets Thru ROUNSAVILLE RADIO!

The 1,433,000 Negroes in six metropolitan areas covered by Rounsaville Radio earn a *spendable* income of 824 million dollars annually. They spend 80% of their gigantic income for consumer goods—*quality*, *name brand* products! And Rounsaville Radio is the only medium that reaches and *sells* this vast consumer group! Rounsaville Radio is patterned to Negro tastes, programs 100% to Negroes with Negro talent. All six Rounsaville Stations are rated Number-One by both Pulse and Hooper! Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

Personal Letter

Negroes listen, believe—and *respond* to Rounsaville Radio We feature Negro disc jockeys and personalities, schedule programs the Negro likes. No matter what your budget, a proper part of your advertising dollar MUST go to Rounsaville Radio or you completely miss the Negro consumer in these six important markets! Try Rounsaville Radio! We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

Buy One or All—Discounts With Two or More!

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE Owner-President
HAROLD F. WALKER V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO. Nat'l Rep.
DORA-CLAYTON Southeastern Rep.

OPEN MIKE ®

Agencies and programs

EDITOR: I hope that the article by Grant Tinker of Benton & Bowles in the Nov. 14 issue (page 22, MONDAY MEMO, "Agencies exercise more effective program responsibility") gets wide reading and some sound editorial backing by the editors of your magazine. I think he stated the situation very well and I hope advertisers, agencies and networks will consider what he has written with great care.

My feelings on this are based on years of experience in the field of broadcasting, both from the media side and the advertiser-agency side.—*Edgar Kobak, New York.*

State Farm's tv push

EDITOR: Though our client, State Farm Insurance Companies, headquarters in the relatively small city of Bloomington, Ill., it is strictly big time in its use of television—both in the programming area (co-sponsor of *The Jack Benny Program* on the CBS-TV network) and in the commercial creative area (new, distinctive three-note car horn theme).

Therefore, it was gratifying to see your Nov. 28 story (page 32) on State Farm's and Needham, Louis & Brorby's activities in tv that have helped build our client to the position of the world's largest automobile insurance company . . . —*Harold A. Smith, Vice President, Needham, Louis & Brorby, Chicago*

'Reckless abuse'

EDITOR: . . . At a time when advertising people are struggling desperately to correct false impressions and improve the image of our business, [Stan] Freberg [again] has delivered a devastating blow to our cause. Can we afford to remain silent?

I think it is also evident that the advertising agency in this case is equally guilty of poor judgment. . . .

This time, through the courtesy of Chun King Chow Mein and its agency, BBDO, Mr. Freberg loudly proclaims the need for "a little truth in advertising for a change." A new radio-tv campaign for Chun King in 25 markets carries this (cleverly intended) copy approach. And I suspect the public will eat it up, unfortunately, while advertising people choke on it. . . .

His assertion . . . is intended, of course, to establish the absolute honesty of his Chun King commercial. In doing so, however, he has brazenly accused all advertising of deceit and deception . . .

I don't question his honesty. But I strongly resent his challenge to mine. . . .

. . . Or was this the client's idea of a practical joke? It seems appropriate to

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone Metropolitan 8-1022.

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Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office.

Copyright 1960: Broadcasting Publications Inc.

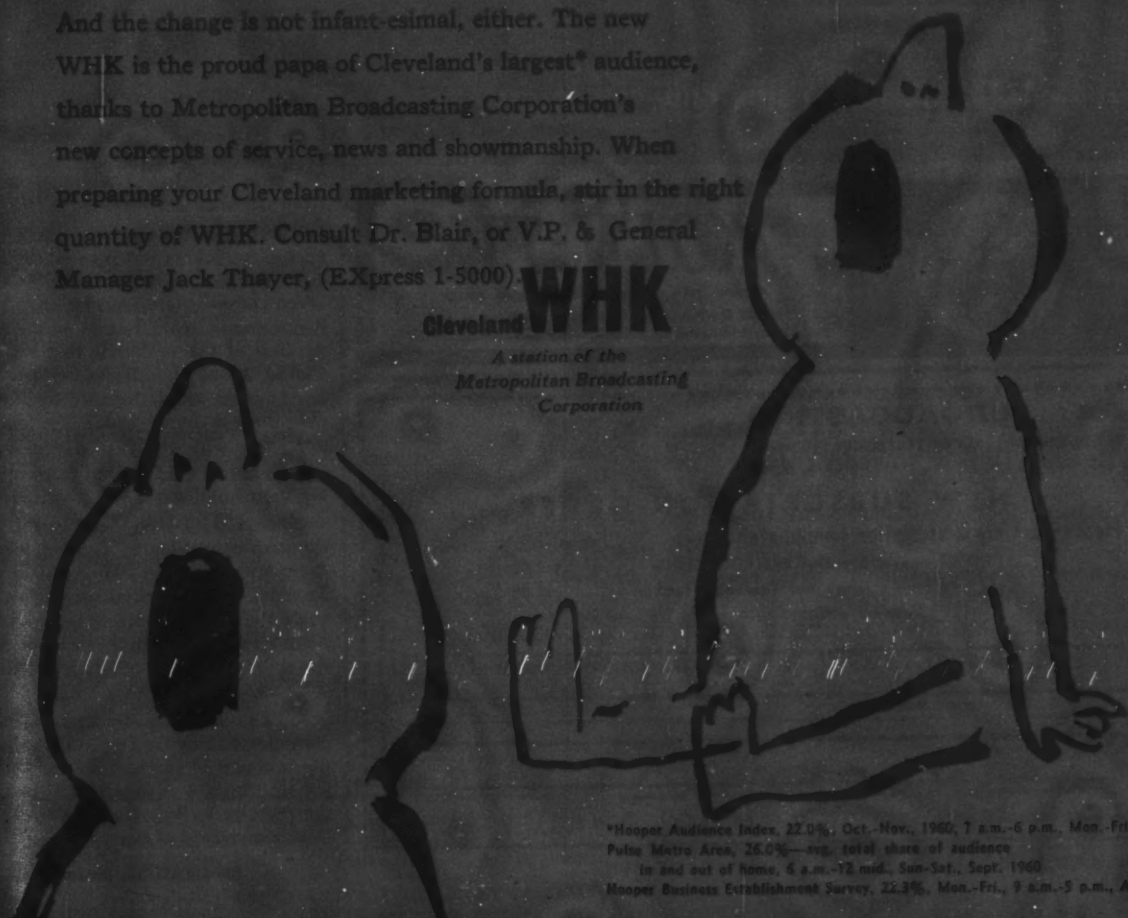
...decidedly Cleveland's #1 station*

FIRST THINGS FIRST: WHK

And the change is not infant-esimal, either. The new WHK is the proud papa of Cleveland's largest* audience, thanks to Metropolitan Broadcasting Corporation's new concepts of service, news and showmanship. When preparing your Cleveland marketing formula, stir in the right quantity of WHK. Consult Dr. Blair, or V.P. & General Manager Jack Thayer, (EXpress 1-5000).

Cleveland **WHK**

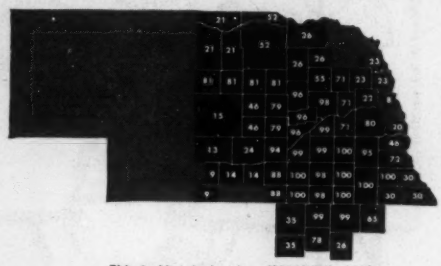
A station of the Metropolitan Broadcasting Corporation



*Hooper Audience Index, 22.0%, Oct.-Nov., 1960, 7 a.m.-6 p.m., Mon.-Fri.
Pulse Metro Area, 26.0%—avg. total share of audience in and out of home, 6 a.m.-12 mid., Sun-Sat., Sept. 1960
Hooper Business Establishment Survey, 22.3%, Mon.-Fri., 9 a.m.-5 p.m., Aug. 1960

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke .....69,700 homes
Father Knows Best..77,700 homes
6:00 p.m. News...76,000 homes
10:00 p.m. News..64,000 homes

*February Lincoln NSI

To cover the big markets in Nebraska through TV, you've almost *got* to reach Lincoln-Land. And to reach this big, rich market, you've almost *got* to use KOLN-TV.

Here's why: KOLN-TV is the only station that really *covers* the area. Latest Nielsen credits the station with 57,000 Lincoln-Land homes during prime 6 to 9 p.m. viewing time.

And KOLN-TV's cost-per-thousand figures for night-time network shows might happily surprise you. Ask Avery-Knodel for the facts on KOLN-TV—Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Folzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*
company name
address
city zone state
Send to home address — —

* Occupation Required

ask why the Chun King product is the only one BBDO feels compelled to advertise truthfully? Don't all the other clients of this big, national agency have the same integrity? Of course they do. . . .

What will we do about it? Probably nothing. . . . As always, our trade and business associations, agencies and media will probably ignore it. And we'll continue to pay the penalty for such reckless abuse of advertising.—*Marvin S. Cantz, Tilds & Cantz Adv., Los Angeles*

Confirming the fact

EDITOR: . . . Judging from the replies I got from people over the country (Nov. 14, page 123, OUR RESPECTS TO Lester Richard Rawlins), I am in a position to give you a survey figure which corroborates the facts you publish on your distribution.

The replies I received, projected to all of broadcasting, makes you the No. 1 magazine in the trade.—*L. R. Rawlins, General Manager, KDKA Pittsburgh*

Information assistant

EDITOR: I was delighted to note in the Nov. 21 BROADCASTING (page 104) that I had been appointed director of information services at N. W. Ayer & Son. But the fact of the matter is that I recently became assistant to Ayer's information services director, Robert Van Riper . . . —*Bill Taylor, N. W. Ayer & Son, Philadelphia*

Trafficking in licenses

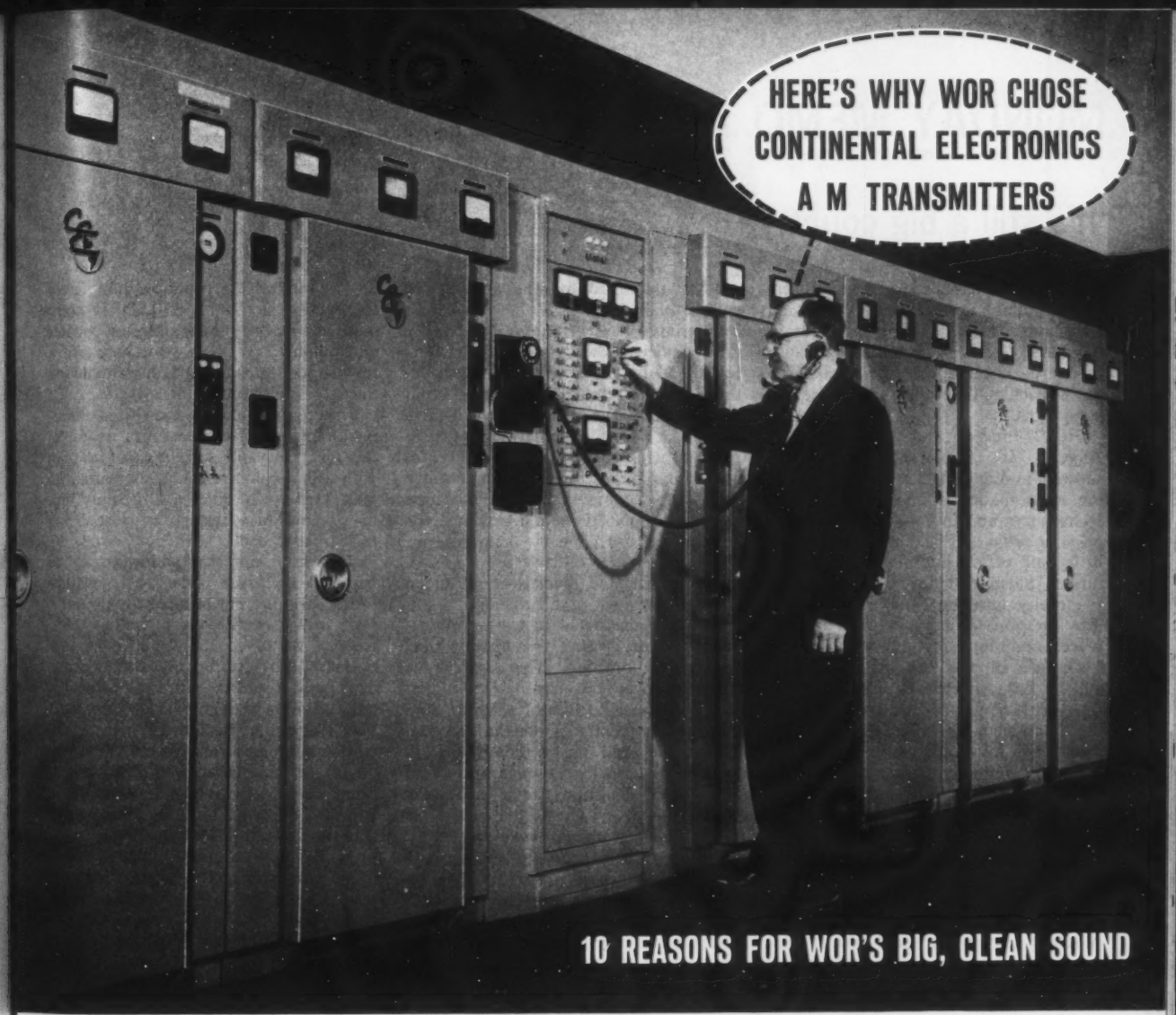
EDITOR: Whoever wrote BROADCASTING's editorial, "Rubber stamp FCC?" (Nov. 28, page 102), was shooting straight from the shoulder.

There has been a lot of talk about license trafficking but your editorial was right when it stated that the FCC has seven commissioners whose duty it is to determine individual cases on their merits and "if the notion is that the FCC should adopt rigid rules on transfers, and in other areas, the need for a seven-man body is diminished."

I agree with you that station owners should not be discouraged from upgrading their holdings.

Since 1951 I have been in the management consulting fields specializing in radio and television stations, their management and financial problems, and since 1956 I have been in the brokerage field. I've seen a number of cases where the selling of the property was the only solution.

I like your closing paragraph, "A complicated rule isn't essential to handle the problem of speculation and trafficking in licenses. An alert FCC can spot the phonies.'—*Wilt Gunzendorfer, Wilt Gunzendorfer & Assoc., Los Angeles*



'In May we installed two Continental Electronics transmitters: Type 317B 50KW and Type 316B 10 KW. Both transmitters fit nicely in the space formerly occupied by our old 5KW unit. Besides this compactness, here's why we chose Continental:

1. **SCREEN MODULATION**
Highest fidelity. Less than 1% carrier shift.

2. **PERFORMANCE**
Permits 100% continuous modulation at any frequency.[1]

3. **OPERATING ECONOMY**
Half the cost of operating our old AM transmitters.

4. **EFFICIENT DESIGN**
"Weldon Grounded Grid"[2] high efficiency Power Amplifier.

5. **FEWER TUBES**
The 317B uses a total of 19 tubes, only 8 tube types.

6. **COMPACT SIZE**
Entire installation takes less than 100 square feet.

7. **REMOTE CONTROL**
Built-in system releases 9 engineers to other duties.

8. **MAINTAINABILITY**
Clean, uncluttered design gives easy accessibility.

9. **LINE PROTECTION**
Built-in MAGNIPHASE® unit protects antenna system.

10. **AIR COOLING**
Allows compact design; minimizes space requirements.

We are more than satisfied that these reasons for buying Continental Transmitters were sound. More importantly, we've received many compliments on WOR's big, clean sound!"

Harry H. Tilley Harry H. Tilley Chief Engineer – WOR, New York

Continental Electronics
MANUFACTURING COMPANY

4212 South Buckner Blvd. • Dallas 27, Texas • EVergreen 1-1135 SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

1 30 to 15,000 CYCLES 2 U.S. PATENT 2,836,665

MONDAY MEMO

from ROBERT D. WOLFE, vp, Grey Adv., Beverly Hills

'It's still a big country'

Some of America's largest advertisers —and their agencies—are throwing thousands of dollars down the drain regularly. Equally important, because of one basic error, they are weakening the impact of otherwise well-conceived campaigns.

How? Imagine that you live in Los Angeles. It's April. The last time it snowed in Los Angeles, 12 years ago, the news made nation-wide headlines. It hasn't rained in months. You turn on your radio and hear this commercial in behalf of an automobile manufacturer: "Slush one day, mud the next. It's pretty hard on your car, isn't it? The car you *should* buy, with smaller wheels and more traction, is . . ."

Or let's suppose it's late September, still in Los Angeles. You're tuned to a network news program and you hear the announcer for one of America's largest life insurance companies urging you—in commercial time—to be sure to register so that you can vote. The only trouble is that the last day of registration allowed in Los Angeles, for the election, was September 15.

Incongruous ▪ In Los Angeles this October, one night after the mercury had climbed to 93 degrees, viewers watching a network show saw a commercial that was excellent in all respects but one: it urged them to fill their auto radiators *today* with a certain brand of anti-freeze. In November of last year they saw another network commercial showing people bundled up during a snowstorm at a football stadium while the announcer extolled a cough remedy and urged the viewer to "take it the minute you get home from the game, to ward off the effects of sleet and cold."

Travelers between the two coasts have often said, "The country's small now. With the jets, it's no trick to get back and forth in a matter of hours." But it's still a pretty big country, in terms of different climates, different *buying habits*, different manners of dress. How much identification is there, for instance, between a Tucson business man and the model in a New York-produced tv commercial who wears a Homburg and a Chesterfield?

There is even a difference of language between various parts of the nation. The most recent notable example was a spot on behalf of a major tire company which made frequent use of the word "turnpike." In California the word is "freeway." In other parts of the country it's "thruway."

It is axiomatic for the creators of commercials to use all their skills to overcome whatever might physically draw a viewer away from his set during the commercial—the crying baby, the doorbell ringing, the call of cold beer or the bathroom. These skills are in vain, it would seem, if viewers comment on what to them is the odd weather, the unfamiliar dress and the strange terms of a commercial. By the time they have finished their comments, the commercial has gone by them forever.

The Mystery ▪ This is the mystery: most sophisticated advertisers will spend endless hours with their agencies, planning in minute detail to test a product in this market or that; to make the label red instead of blue. They will argue endlessly over the casting of a hair model or the inflection of a word. And yet they frequently ignore the fact that in weather and health conditions, in manner of speech, language and dress, a variety of conditions prevail in Seattle, Miami, Kansas City, Phoenix, San Diego and New York.

Regional dealer groups attached to national organizations long have recognized the importance of giving their advertising a local flavor as a means of faster, more effective, undistracted communication with their prospective customers. For instance, many Southern California automobile dealer associations insist on making special commercials and newspaper ads that show their products against a background of palm trees or familiar mountain roads; and they junk what they call the "boiler plate" from New York and Detroit.

But not all industries are set up to do this at the dealer end. Thus, the problem is generally one for the manufacturer, the prime advertiser, to solve.

Suggestions ▪ Obviously, it may often be impractical to produce completely different versions of a $10,000 tv commercial simply to show different locales and manners of dress. But here are a few suggestions toward accomplishing the same end result:

1. Produce commercials that minimize regional differences. For example, the reactions and sufferings of a man with a bad cold are much the same, no matter where he lives. Why show him in a snowstorm instead of just being miserable in bed?

2. Create different sound tracks to be used with the same basic picture footage in different parts of the country. For instance, if you're selling anti-freeze, write special voice-over announcer copy for Southern California. This copy would be addressed to people who drive up into the ski country near Los Angeles and San Francisco and who actually need anti-freeze. The copy could also emphasize a different selling point than used for other parts of the country: many anti-freezes are excellent for combating radiator rust.

3. Re-make a *portion* of the commercial to broaden the commercial's appeal in different regions. The shot of an automobile smoothly driving through slush and mud can be replaced with one showing the same auto on a beach or desert sand through process shots.

Regional cut-ins ▪ Then, having produced one or more versions of a commercial, use local or regional cut-ins to schedule versions appropriate to the areas where each will be seen and heard. The cut-ins alone will involve additional cost, but it will be a fraction of the total for a national advertiser—a fraction that can make a significant difference in the only thing that counts: more efficient use of the advertiser's budget, more sales.

Robert D. Wolfe, Manhattan-born, started in radio in 1938 as a researcher-writer of "We, the People" at Young & Rubicam, New York; joined Kenyon & Eckhardt there in 1941 as associate director of radio department. In 1948 he moved to Hollywood as vp in charge of K&E's Hollywood office. Since 1956 he has been vp in charge of tv-radio, West Coast, at the Beverly Hills office of Grey Adv.

WSLS & WSLS-TV[1] APPOINT AVERY-KNODEL, INC.[2] EFFECTIVE[3] DEC. 11, 1960

1. **WSLS & WSLS-TV** move advertised merchandise from shelf to pantry in one of America's most important markets. Retail sales are well over the billion-dollar category. Growing fast, too. Up 98% in the past ten years.

2. **Your Avery-Knodel representative** has the facts and figures. The ones you need, combined with fast, accurate availabilities, for successful Spot radio and television campaigns.

3. **Effective** television advertising belongs on WSLS-TV, ARB rated number one station in share of audience . . . number one in homes delivered. Full power, of course. Channel 10. An NBC affiliate.

   Effective radio advertising belongs on WSLS . . . covering a market 62% larger than any other Roanoke radio station. Powerful signal—5000 watts. Low frequency—610.

Offices in: New York • Atlanta • Dallas • Detroit • San Francisco • Los Angeles • Chicago

FOR CHOICE AVAILABILITIES TO SELL THE ROANOKE VALLEY, CALL YOUR AVERY-KNODEL REPRESENTATIVE.

MORE ADULT EYES ARE GLUED TO WXEX-TV

than any other station in the • Richmond • Petersburg • Central Virginia Area

Most ADULTS in Richmond, Petersburg and Central Virginia watch WXEX-TV. ARB Ratings show that WXEX-TV leads with 205 firsts in 387 telecast quarter-hours. That's a clear, positive lead . . . 53% of the time! Station B trails with 37% . . . and Station C with 10%.

So if you want to SELL to *adults* (who, after all, buy EVERYTHING) then see us. Remember . . . the BIGGEST BUYING audience in RICHMOND, PETERSBURG AND CENTRAL VIRGINIA is the big ADULT audience . . . and they buy what they SEE on WXEX-TV . . . **WXEX-TV** NBC

NBC-TV Basic: Tom Tinsley, President; Irvin Abeloff, Vice President. **NATIONAL REPRESENTATIVES: Select Station Representatives** in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **Clarke Brown Company** in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

December 12, 1960 Vol. 59 No. 24

WILL TALENT DEAL HURT SPOT TV?

■ Networks settle for modest rise in union scale on programs

■ But rates for spot commericials zoom by a minimum of 30%

The talent bill on the current level of spot television advertising will rise close to $7.5 million a year under the new contract being prepared last week for signature by the two major talent unions, American Federation of Television & Radio Artists and Screen Actors Guild, and the networks, advertising agencies and film producers.

That estimate from sources close to the two-month-long negotiations was the best available as union and management representatives worked over details to implement the "substantive" agreement they reached 10 days ago (BROADCASTING, Dec. 5). But there was widespread speculation that the current level of spot television broadcasting—approximately $650 million a year—might not be maintained under the new contract, for two primary reasons:

Fear that talent cost increases provided in the new contract would lead advertisers to curtail their use of spot television and in some cases switch to other media.

Fear that these same increases would encourage advertisers to take more commercial production abroad and use fewer performers in commercials made at home.

Complete figures on the new contract, which is particularly complex in the spot broadcasting area, were closely guarded by both union and management negotiators pending final drafting and ratification by SAG and AFTRA memberships. But sources who have followed the negotiations closely estimated that the agreement would have these dollar-and-cents results:

Talent costs on network programs would rise slightly. One source speculated the increase would be "maybe 3 to 5%."

Talent costs on commercials used on network programs would rise substantially more. Estimates ranged around 20%.

Talent costs on commercials used in spot advertising would rise at least 30% on the average, might go up as much as 65% in some cases and in others might increase by as much as 100%.

This pattern of cost rises—which negotiators refused to confirm or deny—reflected the information being circulated by advertisers and film producers, among whom bitter resentment was evident. Some advertisers charged that network representatives, as principal negotiators, "Let us down" by accepting relatively small increases for network programming and commercials while agreeing to substantial hikes in the spot area. Producers blamed network negotiators for increases which the producers feared would curtail business.

Network authorities maintained silence in the face of these charges except to observe pointedly that it was not a network negotation alone—that the producers were in on it, too, and that both the advertisers and agencies had observers on hand who were consulted constantly. One network official snapped:

"What if it's true—so what? You have to look at this thing from the overall view. The advertisers and agencies know what they're getting. And they are going to pay the bill."

He was referring to the participation in the negotiations by the Assn. of National Advertisers and the American Assn. of Advertising Agencies. Agencies sign letters of adherence to the contracts, though they are not formally signatories, and their representatives took an active role in the negotiations. For management, the negotiations in all areas—spot radio and television, network programs and commercials and transcriptions—were spearheaded by the network labor relations executives.

Spot Problems ▪ Spot television fees and the method of computing the costs were the crucial portions of the negotiations—and union officials constantly claimed that station time costs, not talent fees, were the major factor in hiking overall advertiser costs over the past few years.

Some research authorities, presumably non-partisan, told BROADCASTING last week that on an overall basis they figured that in spot broadcasting the talent costs come to about 14% of time costs. Thus on McCann-Erickson's preliminary estimate of $465 million spent in spot tv in 1959, about $408 million would be for time and $57 million for talent.

But, it was noted, this formula includes talent used not only in commercials but also in programs placed in

The trend in time and talent charges

What's responsible for rising television costs—time or talent charges? The table below compares the trend in each over the past five years and the probable trend into 1961. The time costs, 1956 through 1960, are taken from summaries issued twice a year by the Katz Agency, national advertising representative. Those shown here represent the one-time cost of 20 seconds of evening time on the highest priced station in each of the top 100 markets. Talent costs are union scales per actor in a commercial used in the same 100 markets over a 13-week cycle, as prescribed in the Screen Actors Guild contracts with the Film Producers Assn. of New York. SAG's rates were used instead of AFTRA's because about 90% of the film and tape commercials used in spot tv fall under SAG jurisdiction.

Year	Time Cost	Talent Cost Per Performer
1956	$21,655	$140
1957	23,810	140
1958	24,261	220
1959	26,019	220
1960	27,830	220
1961	29,750*	308**
1956-61 increase in time: 37%		
1956-61 increase in talent: 120%		

*1961 time costs estimated by projecting from rates of increase in former years.

**1961 talent cost estimated on basis of best information available last week.

WILL TALENT DEAL HURT SPOT TV? continued

the spot market, so that the percentage for talent in pure announcement campaigns would fall well below 14. It was also noted that talent will represent a higher percentage of the total advertising cost in regional campaigns than in national campaigns, where more money is spent for time. While emphasizing that the answer must vary from one campaign to another, some authorities estimated that talent represents about 3% of the cost of a national announcement campaign and probably 7-8% of one placed regionally.

Time Comparisons ▪ An examination of costs as reported in the so-called "spot tv estimators" prepared twice a year by the Katz Agency, advertising representation firm, showed that the one-time costs of a 20-second campaign in the top 100 markets, using the highest one-time evening rate on the highest priced station in each market, rose from $21,655 in 1956 to $27,830 in 1960. This amounted to a 28.5% rise since 1956 (see chart page 29).

For comparison, using SAG figures since about 90% of film and tape commercials in spot fall under that union's jurisdiction, BROADCASTING examined copies of the union contracts negotiated in March 1955 and March 1958. Each of those coincided with the years covered in the Katz summaries' gross figures on 20-second announcements in the top 100 markets.

As an example, a single on-camera actor appearing in a 20-second spot commercial used for 13 weeks (the cycle prescribed in the contract) received $140 in 1956 and $220 in 1960, a 58% increase. But the story for 1961 remains to be told. The vital question being asked last week was: Exactly how much of an increase is earmarked under the new contract?

The overall projected increase of 30% for spot tv fees will not hold for a campaign in the top 100 markets, since under the unit system accepted by management, the increases will be proportionately higher in the larger cities and taper off in smaller markets. One informed estimate was that at least a 40% increase was indicated for a campaign in the top 100 markets. Accordingly, the talent cost for the campaign would be boosted from $140 per performer in 1956 to approximately $308 per performer in 1961 (and perhaps earlier, if terms of the contract are retroactive).

Some sources questioned by BROADCASTING indicated this 40% boost over prevailing scales would be at best a modest estimate for the hypothetical campaign. One meaningful statistic

1960 tv billing is well ahead of 1959

FIGURES AT END OF THIRD QUARTER INDICATE $50 MILLION DOLLAR GAIN

Television nationally is at least $50 million ahead of last year in gross time billings, according to latest estimates. This edge, which takes in the first nine months, most likely will increase in the fourth quarter which traditionally is heavier both in national spot and network billing.

Television Bureau of Advertising computations released last week and today (Dec. 12) show spot tv grossing more than $125 million in the third quarter of 1960. (An earlier estimate for the first half of the year found tv nationally to be out ahead some $60 million [BROADCASTING, Oct. 3]).

Network tv's gross for the first nine months came to more than $494 million. Adding spot tv's $125 million in the third quarter to its $348 million for the first six months, spot television's total comes to $473 for the nine months. Together network and spot total $967 million for the nine months, about $50 million ahead of last year's period.

Though the radio-tv advertising fraternity expected the third quarter to slump in national spot—July and August particularly are usually slow months—the total came to an estimated $125 million, a 4% increase over the same three months in 1959.

Top national advertisers in the third quarter (combining network with spot) includes this big four: Procter & Gamble ($24.7 million total, $14.4 million in spot and $10.3 million in network); Lever Bros. ($11.6 million total, $3.3 million in spot and $8.3 million in network); American Home Products (nearly $10 million total, nearly $8 million in network and more than $2 million in spot); Colgate-Palmolive ($8 million total, nearly $2.5 million in spot, some $5.5 million in network).

Data released by TvB includes third quarter spot billing statistics broken down into day parts, type of activity, product classification and a list of the top 100 advertisers in national spot; list of top 25 network tv advertisers and brands in the third quarter and for the month of September as well as network product classifications for September, the third quarter and the period January-September.

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION
3rd QUARTER 1960

AGRICULTURE	$ 367,000
Feeds, meals	150,000
Miscellaneous	217,000
ALE, BEER & WINE	11,713,000
Beer & ale	11,048,000
Wine	665,000
AMUSEMENTS, ENTERTAINMENT	384,000
AUTOMOTIVE	4,664,000
Anti-freeze	44,000
Batteries	103,000
Cars	3,117,000
Tires & tubes	630,000
Trucks & trailers	32,000
Misc. accessories & supplies	738,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	536,000
Fixtures, plumbing, supplies	155,000
Materials	118,000
Paints	154,000
Power tools	10,000
Miscellaneous	99,000
CLOTHING, FURNISHINGS, ACCESSORIES	$ 1,650,000
Clothing	939,000
Footwear	664,000
Hosiery	24,000
Miscellaneous	23,000
CONFECTIONS & SOFT DRINKS	8,093,000
Confections	4,282,000
Soft drinks	3,811,000
CONSUMER SERVICES	3,968,000
Dry cleaning & laundries	22,000
Financial	605,000
Insurance	660,000
Medical & dental	76,000
Moving, hauling, storage	77,000
Public utilities	2,069,000
Religious, political, unions	298,000
Schools & colleges	108,000
Miscellaneous services	53,000
COSMETICS & TOILETRIES	13,397,000
Cosmetics	1,820,000
Deodorants	2,842,000
Depilatories	48,000
Hair tonics & shampoos	2,394,000
Hand & face creams, lotions	867,000
Home permanents & coloring	1,814,000
Perfumes, toilet waters, etc.	65,000
Razors, blades	326,000
Shaving creams, lotions, etc.	325,000
Toilet soaps	2,381,000
Miscellaneous	515,000
DENTAL PRODUCTS	2,264,000
Dentifrices	2,211,000
Mouthwashes	30,000
Miscellaneous	23,000
DRUG PRODUCTS	6,921,000
Cold remedies	814,000
Headache remedies	1,786,000
Indigestion remedies	1,410,000
Laxatives	826,000
Vitamins	644,000
Weight aids	138,000
Misc. drug products	1,041,000
Drug stores	262,000
FOOD & GROCERY PRODUCTS	29,760,000
Baked goods	3,646,000
Cereals	2,592,000
Coffee, tea & food drinks	8,078,000

that was obtained was that the proposed contract calls for a $200 fee paid to a performer appearing in a commercial that is to be used in either New York, Los Angeles or Chicago over a 13-week cycle. This fee compares to $125 per performer under the SAG contract that expired on Nov. 15 —or an increase of 60%. In addition SAG won a pension and welfare contribution equal to 5% of the actor's fee.

The 60% figure cannot be extended to campaigns using a large lineup of station, since under the unit system there is a sliding scale, depending on the number of units bought. Each city in the country, depending on its population, is given a unit, starting with the three largest cities (25 units each) and descending to one unit for small cities. The number of units is multiplied by a dollar figure (estimated to start at $8 for the first 50 units), which becomes lower as more markets (and therefore units) are added.

Togetherness ▪ This was the first contract jointly negotiated by AFTRA and SAG, and their rates are going to be the same for the first time. The unions' scales were at a variance in the past, with SAG's rates about 20-25% below AFTRA's, and producers of tv film commercials (under SAG's jurisdiction) are expected to have stiffer competition from tape commercial producers (both networks and independent companies).

Tape producers believe the contract will be another step in the direction of increasing use of video tape in national spot commercials. In the past, they pointed out, some agencies cited SAG's lower fees as one reason for using film.

Probable Effects ▪ Film producers questioned last week pointed to other implications of the SAG-AFTRA contract. One is that rising costs may persuade some U.S. advertisers to produce some of their commercials abroad, cutting into their business. Another is a fear that this "extreme" increase in performers' fees will result in equally high demands from other unions. One producer said:

"We start soon with the film editors and directors. Where will we be if we give even a 30% increase to these people, The formula in recent negotiations is to give about a 10% increase."

AFRA's contract is with the networks and covers radio and tv network programs and commercials, radio transcriptions and tv recorded commercials. SAG's pact is with the Film Producers Assn. of New York and covers both film and taped commercials.

It was reported that AFTRA received modest increases in radio in certain areas, particularly in the sportcaster fees for big-time sports events.

Condiments, sauces, appetizers	$ 1,786,000
Dairy products	1,407,000
Desserts	217,000
Dry foods (flour, mixes, rice, etc.)	2,663,000
Fruits & vegetables, juices	1,520,000
Macaroni, noodles, chili, etc.	355,000
Margarine, shortenings	1,324,000
Meat, poultry & fish	1,569,000
Soups	73,000
Miscellaneous foods	1,988,000
Miscellaneous frozen foods	302,000
Food stores	2,240,000
GARDEN SUPPLIES & EQUIPMENT	196,000
GASOLINE & LUBRICANTS	4,784,000
Gasoline & oil	4,649,000
Oil additives	107,000
Miscellaneous	28,000
HOTELS, RESORTS, RESTAURANTS	244,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	5,539,000
Cleaners, cleansers	4,964,000
Floor & furniture polishes, waxes	508,000
Glass cleaners	.....
Home dry cleaners	3,000
Shoe polish	21,000
Miscellaneous cleaners	43,000
HOUSEHOLD EQUIPMENT—APPLIANCES	1,260,000
HOUSEHOLD FURNISHINGS	507,000
Beds, matresses, springs	393,000
Furniture & other furnishings	114,000
HOUSEHOLD LAUNDRY PRODUCTS	11,868,000
Bleaches, starches	2,717,000
Packaged soaps, detergents	8,540,000
Miscellaneous	611,000
HOUSEHOLD PAPER PRODUCTS	1,223,000
Cleansing tissues	324,000
Food wraps	65,000
Napkins	3,000
Toilet tissue	331,000
Miscellaneous	500,000
HOUSEHOLD, GENERAL	1,231,000
Brooms, brushes, mops, etc.	58,000
China, glassware, crockery, containers	393,000
Disinfectants, deodorizers	150,000
Fuels (heating, etc.)	67,000
Insecticides, rodenticides	483,000
Kitchen utensils	5,000
Miscellaneous	75,000
NOTIONS	14,000
PET PRODUCTS	1,203,000
PUBLICATIONS	$ 795,000
SPORTING GOODS, BICYCLES, TOYS	459,000
Bicycles & supplies	5,000
Toys & games	412,000
Miscellaneous	42,000
STATIONERY, OFFICE EQUIPMENT	317,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	213,000
Radio & television sets	22,000
Records	151,000
Miscellaneous	40,000
TOBACCO PRODUCTS & SUPPLIES	7,656,000
Cigarettes	6,943,000
Cigars, pipe tobacco	611,000
Miscellaneous	102,000
TRANSPORTATION & TRAVEL	837,000
Air	570,000
Bus	58,000
Rail	144,000
Miscellaneous	65,000
WATCHES, JEWELRY, CAMERAS	1,182,000
Cameras, accessories, supplies	24,000
Clocks & watches	248,000
Jewelry	20,000
Pens & pencils	847,000
Miscellaneous	43,000
MISCELLANEOUS	1,767,000
Trading stamps	212,000
Miscellaneous products	867,000
Miscellaneous stores	688,000
TOTAL	$125,012,000

ESTIMATED EXPENDITURES OF TOP 100 NATIONAL AND REGIONAL SPOT TV ADVERTISERS THIRD QUARTER 1960
Source: TvB-Rorabaugh

1.	Procter & Gamble	$14,428,600
2.	Lever Bros.	3,337,700
3.	General Foods	3,262,700
4.	Lestoil Products	2,501,300
5.	Colgate-Palmolive	2,428,600
6.	William Wrigley Jr.	2,197,600
7.	American Home Products	2,096,700
8.	Brown & Williamson	2,083,500
9.	P. Lorillard	2,060,800
10.	Bristol-Myers	1,609,900
11.	Kellogg	1,609,700
12.	Miles Laboratories	1,428,400
13.	Nestle	1,409,800
14.	Gillette	$ 1,307,700
15.	American Tobacco	1,265,100
16.	Food Manufacturers	1,177,500
17.	Ford Motor	1,155,200
18.	General Motors (dealers)	1,074,400
19.	Wesson Oil & Snowdrift	1,017,900
20.	Coca-Cola (bottlers)	991,700
21.	Standards Brands	908,400
22.	J. A. Folger	877,900
23.	Warner-Lambert	869,800
24.	Philip Morris	842,400
25.	Pabst Brewing	838,500
26.	Anheuser-Busch	779,100
27.	Pepsi Cola (bottlers)	779,100
28.	R. J. Reynolds	776,300
29.	Avon Products	745,700
30.	Pillsbury	743,200
31.	Theo. Hamm Brewing	738,000
32.	Corn Products	713,600
33.	Welch Grape Juice	703,600
34.	Aerosol Corp.	691,700
35.	Shell Oil	680,100
36.	Revlon	678,000
37.	Continental Baking	665,200
38.	Lanolin Plus	654,800
39.	Associated Products	639,100
40.	Carling Brewing	619,400
41.	Norwich Pharmacal	585,900
42.	Schlitz	563,900
43.	Pacific Tel. & Tel.	550,200
44.	International Latex	547,400
45.	Standard Oil (Indiana)	504,300
46.	Chesebrough-Ponds	495,700
47.	U. S. Borax & Chemical	493,000
48.	Falstaff Brewing	479,200
49.	Esso Standard Oil	465,300
50.	Pharma-Craft	463,700
51.	Minute Maid	459,200
52.	Carnation	458,100
53.	Vic Tanny Enterprises	449,800
54.	American Chicle	448,500
55.	Atlantic Refining	443,700
56.	Carter Products	434,300
57.	Sunkist Growers	421,600
58.	Standard Oil (California)	417,400
59.	Armstrong Rubber	413,600
60.	General Electric	410,500
61.	Ex-Lax	407,000
62.	P. Ballantine	398,700
63.	Great Atlantic & Pacific Tea	396,300
64.	United Merchants & Manufacturers	390,800
65.	General Mills	387,300
66.	Phillips Petroleum	382,500
67.	Hertz	381,800

RANK	COMPANY	EXPENDITURE	RANK	COMPANY	EXPENDITURE	RANK	COMPANY	EXPENDITURE
68.	Simon and Schuster	381,000	79.	General Motors	320,400	90.	Andrew Jergens	263,800
69.	W. A. Sheaffer Pen	377,300	80.	C. Schmidt & Sons	319,800	91.	Pepperidge Farm	261,000
70.	Hills Bros. Coffee	375,800	81.	Kroger Co.	314,800	92.	Ball Brothers	259,400
71.	Swift	375,000	82.	Miller Brewing	313,600	93.	Drug Research	256,100
72.	Piel Bros	369,000	83.	Parker Pen	312,900	94.	M. J. B. Co.	253,300
73.	Burgermeister Brewing	368,500	84.	Oscar Mayer	302,800	95.	Tetley Tea	251,100
74.	Sterling Drug	360,100	85.	Beech-Nut Life Savers	298,000	96.	Chrysler Corp. (dealers)	249,900
75.	B. C. Remedy	360,000	86.	Duncan Coffee	284,100	97.	E. & J. Gallo Winery	248,900
76.	Safeway Stores	356,000	87.	Hudson Pulp & Paper	275,400	98.	St. Regis Paper	248,400
77.	International Shoe	344,400	88.	F. & M. Schaefer Brewing	267,800	99.	U. S. Time	248,200
78.	United Vintners	324,400	89.	Jack LaLanne	264,300	100.	Plough	247,800

BUYERS AT THE TV NETWORKS

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

	September 1960	3rd Quarter 1960	Jan.-Sept. 1960	Jan.-Sept. 1959
Agriculture & farming	$ 100,950	$ 297,168	$ 1,506,263	$ 1,302,747
Apparel, footwear & access.	810,115	1,648,515	5,871,727	3,750,255
Automotive, automotive access. & equipment	3,997,866	10,967,536	37,813,272	32,447,836
Beer, wine	766,023	2,030,146	6,060,148	4,729,968
Building materials, equipment & fixtures	155,504	264,183	1,660,315	2,155,691
Confectionery & soft drinks	789,988	2,334,533	10,602,337	8,524,697
Consumer services	225,768	567,204	2,600,011	2,218,056
Drugs & remedies	6,352,982	18,705,342	60,292,674	52,306,203
Entertainment & amusement	....	698,950	842,467	370,870
Food & food products	8,393,164	25,209,763	82,602,279	82,588,483
Freight, industrial & agricultural development	....	....	247,530	235,587
Gasoline, lubricants & other fuels	1,409,671	3,743,963	11,429,790	5,969,769
Horticulture	....	....	371,250	249,608
Household equipment & supplies	2,192,877	8,748,418	22,798,408	22,839,409
Household furnishings	490,147	1,103,478	4,432,743	2,725,689
Industrial materials	1,557,130	6,922,381	17,520,908	15,347,965
Insurance	669,022	4,223,446	9,808,057	7,411,023
Jewelry, optical goods & cameras	769,232	1,941,956	7,934,723	8,312,137
Office equipment, stationery & writing supplies	365,310	685,364	2,420,474	2,916,483
Political	67,140	67,140	67,140	....
Publishing & media	56,270	1,661,305	1,705,209	5,261
Radio, tv sets, phonographs, musical instruments, accessories	219,086	1,726,308	3,844,616	3,777,033
Retail of direct by mail	....	....	36,792	....
Smoking materials	6,467,306	18,184,845	57,586,734	56,464,858
Soaps, cleansers & polishes	6,244,765	16,240,455	51,789,338	50,170,626
Sporting goods & toys	228,640	514,360	1,826,292	1,577,894
Toiletries & toilet goods	8,411,683	27,455,384	83,554,405	76,013,859
Travel, hotels & resorts	....	....	765,173	770,658
Miscellaneous	716,725	2,160,420	6,405,565	6,101,063
TOTAL	$51,457,364	$158,102,563	$494,396,640	$451,283,728

ESTIMATED EXPENDITURES OF TOP 15 NETWORK COMPANY ADVERTISERS September 1960

1.	Procter & Gamble	$3,353,609
2.	American Home Products	2,671,073
3.	Lever Bros.	2,333,211
4.	Colgate-Palmolive	1,896,319
5.	R. J. Reynolds	1,553,557
6.	General Foods	1,253,489
7.	General Motors	1,218,567
8.	General Mills	1,148,345
9.	Sterling Drug	1,130,454
10.	P. Lorillard	1,095,494
11.	Texaco	1,046,776
12.	National Biscuit	915,198
13.	Alberto-Culver	905,613
14.	Ford Motor	880,225
15.	S. C. Johnson & Son	878,180

ESTIMATED EXPENDITURES OF TOP 15 NETWORK BRAND ADVERTISERS September 1960

1.	Anacin tablets	$876,168
2.	Kent cigarettes	872,603
3.	Winston cigarettes	706,457
4.	Texaco (general promotion)	649,001
5.	Dristan tablets	580,609
6.	Ford passenger cars	548,866
7.	Pall Mall cigarettes	502,528
8.	Colgate dental cream	492,506
9.	Bayer aspirin	478,959
10.	L & M cigarettes	470,990
11.	Salem cigarettes	429,176
12.	Camel cigarettes	417,924
13.	Tide	381,649
14.	Bufferin	374,212
15.	Phillies cigars	372,776

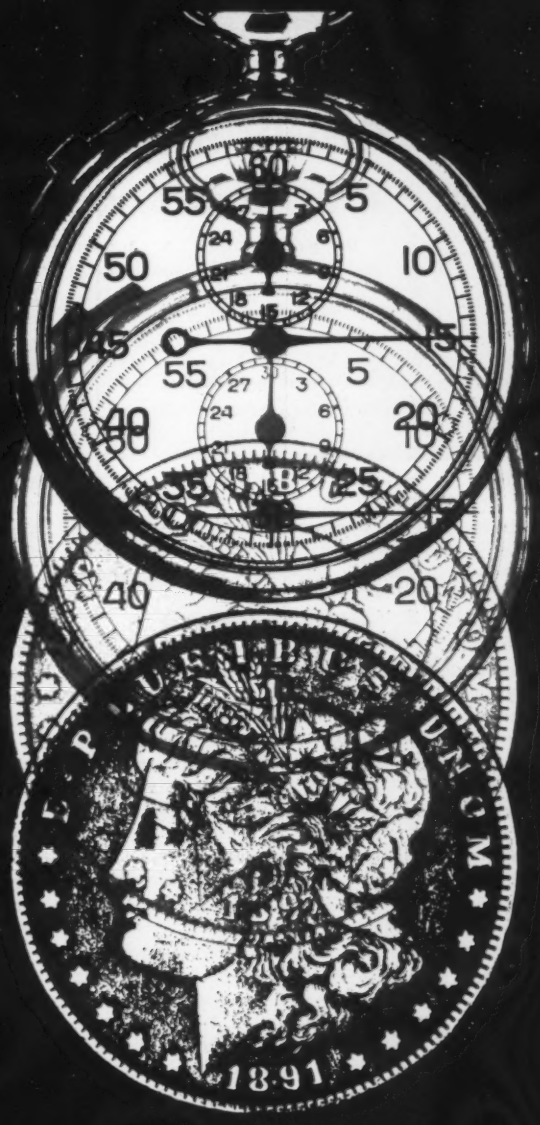
DATA RELEASED LAST WEEK OF TELEVISION BUREAU OF ADVERTISING

ESTIMATED EXPENDITURES OF TOP 25 NETWORK COMPANY ADVERTISERS Third Quarter 1960

1.	Procter & Gamble	$10,350,190
2.	Lever Bros.	8,351,044
3.	American Home Products	7,830,428
4.	Westinghouse Electric	6,058,429
5.	Colgate-Palmolive	5,592,959
6.	Brown & Williamson	3,987,802
7.	General Foods	3,620,755
8.	General Motors	3,608,802
9.	Sterling Drug	3,498,987
10.	R. J. Reynolds	3,488,587
11.	Texaco	3,049,474
12.	Bristol-Myers	3,016,841
13.	Alberto-Culver	2,970,151
14.	General Mills	2,842,615
15.	National Biscuit	2,488,263
16.	Gillette	2,436,630
17.	Liggett & Myers	2,388,238
18.	American Tobacco	2,273,508
19.	Mutual Benefit Health	2,241,610
20.	Philip Morris	2,126,894
21.	P. Lorillard	2,108,768
22.	Ford Motor	2,001,889
23.	National Dairy Products	1,966,751
24.	Miles Laboratories	1,962,258
25.	S. C. Johnson	1,956,706

ESTIMATED EXPENDITURES OF TOP 25 NETWORK BRAND ADVERTISERS Third Quarter 1960

1.	Westinghouse (institutional)	$2,737,368
2.	Anacin tablets	2,556,426
3.	Mutual of Omaha	2,241,610
4.	Texaco (general promotion)	1,997,899
5.	Bufferin	1,728,824
6.	Dristan tablets	1,662,864
7.	Kent cigarettes	1,653,992
8.	Winston cigarettes	1,554,555
9.	Bayer aspirin	1,488,075
10.	L & M cigarettes	1,416,578
11.	Colgate dental cream	1,356,161
12.	Lipton tea	1,329,390
13.	Phillies cigars	1,214,410
14.	Pall Mall cigarettes	1,180,186
15.	Tide	1,119,155
16.	Alberto VO 5	1,074,816
17.	Kentucky King cigarettes	1,072,357
18.	Westinghouse electric refrigerator freezer	1,045,837
19.	Camel cigarettes	1,037,070
20.	Look magazine	1,024,516
21.	B. F. Goodrich car tires	1,024,516
22.	Gleem toothpaste	992,554
23.	Phillips Milk of Magnesia	967,792
24.	Belair cigarettes	929,402
25.	Prudential Insurance Co. of America	925,707



TODAY'S RADIO ALCHEMY: MINUTES INTO MONEY

Persuasive new KBIG personalities like Joe Niagara, Jim O'Leary, and Bob Gage turn minutes into money, whether they're selling water or water coolers*...and at a bargain price. (4 KBIG minutes cost less than 1 minute on other stations which also cover Los Angeles and all Southern California). Convert listeners to customers: try the Climate of Confidence on KBIG...Radio Catalina.

*Success stories available.

KBIG

RADIO CATALINA 740kc / 10,000 watts

JOHN POOLE BROADCASTING COMPANY, INC.

6540 Sunset Boulevard,
Los Angeles 28, California
HOllywood 3-3205

National Representatives:
Weed Radio Corp.

'Excitement' of news shows lures Gulf

WHY IT'S PUTTING $1 MILLION IN FAST-BREAKING NEWS COVERAGE ON NBC

The Gulf Oil Corp. of Pittsburgh is laying odds—and coin—on the unpredictable in its newest television advertising venture.

But Gulf is not looking at its newly-signed, over-$1 million pact for fast-breaking news coverage on NBC-TV (AT DEADLINE, Dec. 5) as a gamble. As expressed by Paul Sheldon, advertising coordinator at Gulf in an interview at the company's New York offices last week:

"This is the kind of vehicle we have long been looking for. We believe it [treatment of news events] to be the most exciting area of television. The best tv is the most thoughtful tv."

What Is It ▪ Gulf has contracted with NBC-TV for 52 weeks of NBC *Special News Reports.* Each news program will run from a minimum of 15 minutes to a maximum of one hour in length.

The shows will be scheduled on an instant basis. When a fast-breaking news event develops, NBC News will alert Mr. Sheldon and/or Craig Thompson, director of Gulf's public relations, that it plans to schedule a program based on a specific news development.

Gulf has the right to refuse sponsorship of any of the proposed programs, though Mr. Sheldon observed the company doesn't expect many such instances. After accepting a proposed program, Gulf will designate the commercials to be used.

Such "unpredictable national and international crises" as a Nova Scotia mine disaster, the U-2 incident, United Nations Security Council meetings, or a crisis in Japan are cited as the type of news breaks coming under Gulf's sponsorship.

Gulf is prepared to spend more than the $1 million-plus currently earmarked for the *Special News Report* if, in the company's opinion, it's warranted and budget-wise.

Studied Logs ▪ Before it committed itself to the program association with NBC-TV, Gulf and its agency, Young & Rubicam, New York, carefully worked up a "formula" based on the average number of news breaks scheduled by NBC-TV for the past two or three years. Network logs for the period were studied to determine number and frequency.

Mr. Sheldon revealed that Gulf has requested that NBC News place at least 50% of the *Special News Reports* in prime time on a pre-emption basis. The advertiser, however, has no guarantee on the amount of commercial time it will be allotted in a given segment.

Gulf decided also that its commercials "must conform with the level of the program." Gulf is already busy filming corporate commercials for use on the first program. Under its agreement with NBC-TV, Gulf, in some programs, may not include any commercials except for the legal necessity of identifying the sponsor at the opening and closing.

Significantly, NBC-TV will hold "the right of where to schedule commercials in the program." Said Mr. Sheldon: "We never want our commercials to intrude. The network is being given wide latitude."

Gulf Oil was a consistent and veteran network television user until June 1957, when it gave up *Life With Riley* as well as the medium. It did continue, however, with some spot television.

For the first time, Gulf's tv advertising will emphasize the corporate image. There will be at least two corporate messages for each product commercial. The latter will be confined to Gulf's marketing territory, which covers the eastern U. S.—from the Mississippi to the Atlantic—and parts of the Southwest.

In its tv commercials, Gulf will use a "corporate spokesman" in the person of Whitfield Connor, an actor who has never taken part in a tv commercial. Some Red Barber commercials will also be used. The sportscaster has acted in past years as a Gulf spokesman in commercials featuring the product line.

Gulf's Paul Sheldon

Carry-over Principle ▪ The advertiser has an unusual budgeting approach built into the project. If it goes over the planned budget, it can of course appropriate additional advertising funds. Or it can take another approach—the "carry-over" system, which employes a quarterly budget review. For example: If in the first three months, the budget calls for an expenditure of $300,000 and only $150,000 is spent, the next quarter would have a budget of $450,000. This might work the other way, however. If one quarter exceeds its budget the following quarter could be trimmed accordingly.

In its agreement with NBC-TV, Gulf has first refusal rights to sponsor planned news specials, such as a presidential inauguration or the coronation of a queen.

The flexible contract actually benefits Gulf in still another way. Available to the *Special News Reports* and to the Gulf identity will be the total (and far-flung) news effort of NBC-TV. Frank McGee will serve as chief correspondent or anchor man, with other network newsmen participating.

Negotiations ▪ As reconstructed, this is how the contract signing came about:

NBC-TV contacted Mr. Sheldon with the general program idea last summer (around Aug. 1). Reaction at Gulf was tenuous, though the company recognized this might be the corporate- or public-relations effort Gulf was seeking in order to achieve its advertising goals. It was obvious there were "gray areas" in the plan that needed to be worked out. But, by the middle of September, NBC President Robert E. Kintner had met with Gulf executives and received initial approval if additional details could be settled. By then, a contract predicated on good faith between advertiser and network had been formed.

Y&R's Matthews looks at the ideal media man

A vice president of Young & Rubicam has described the ideal media man as a combination scientist-statistician-artist. And one tool the wonder man badly needs is better broadcast measurement, giving uniform data on statistical, geographic and economic characteristics of broadcast audiences.

These challenges were in a talk by William E. Matthews, vice president and director of media relations and planning of Young & Rubicam, New York, before the San Francisco Ad-

Bought at 1
Sold at 4

In one afternoon, KVAR, Phoenix, buys Warner's films of the 50's; signs sponsor at double the rate

November 17

1 P.M. — New York — Dick Lewis, Pres., KVAR, Phoenix, and Bob Rich, V.P., General Sales Manager, Seven Arts Associated, conclude negotiations for purchase of first release of Warner's Films of the 50's.

November 17

4 P.M. — Phoenix — Tom Mitchel, KVAR sales representative, signs Carl Petralia, V.P., General Manager, Fletcher Jones Chevrolet, to full sponsorship of 25 of the Seven Arts feature films for two runs on the company's 3-year-old Thursday-Friday 11 P.M. "Showcase"... at twice the previous rate.

Says Bob Vache, Program Director, KVAR, "This fast sale was wonderful but maybe the most profitable angle for us is in the fifteen top-notch features we'll use as spot carriers. The twenty-five Fletcher Jones selected were tops for their particular "Showcase" requirements. But with a quality package like this, they could have picked **any** twenty-five and still left us a gold mine of spot carriers.

"In the past, we'd be lucky to find 30% of the features in a film package that were really good TV attractions. A lot of the rest we'd never show. But with the Seven Arts package 100% are features with real audience pulling power."

Warner films of the 50's... money makers of the 60's!

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK
270 Park Avenue — YUkon 6-1717
CHICAGO
8922-D La Crosse, Skokie, Ill. — ORchard 4-5105
DALLAS
6710 Bradbury Lane — ADams 9-2855
LOS ANGELES
11358 Elderwood St. — GRanite 6-1564

vertising Club Wednesday (Dec. 7). A few days earlier, Mr. Matthews took a look at the media themselves in an east coast address before insurance advertisers.

Television has reached the point where it "must now take stock of its quality" and "must continue to seek within its present techniques new life and fresh direction," Mr. Matthews told the Insurance Advertising Conference in Washington, D.C., Dec. 2.

Mr. Matthews gave an evaluation of all media in his talk and said tv is "settling down." He said tv now "must question whether present practices in programming and scheduling are valid for future growth."

Radio, he said, has the audience and facilities to claim "serious consideration" by national advertisers. He observed that while radio is "confused by instability of rates and formula programming," there are signs that improvement is "imminent." He declared: "Radio will continue to be an economical and flexible local medium of real impact."

He said magazines are "coming up again with editorial imagination to reassert their hold on the reading public" and noted that newspapers have had "a new birth of color" and are striving for new sales techniques and rates to serve national advertisers.

Nielsen announces expansion of NSI

An expansion of A. C. Nielsen Co.'s local television market reporting service to include all U. S. tv stations was announced last week. John Churchill, vice president for local broadcast services, said the Nielsen Station Index, which currently measures 389 stations in multi-station markets, will also measure those in single station markets at least twice a year. The first such measurement will be done by next spring.

Mr. Churchill also said NSI samples will be increased in order "to pinpoint marginal audiences"; that NSI reports for all markets would be synchronized at least twice a year to permit more market-to-market comparisons; that sales-area breakouts would be made available to spot or network advertisers as a part of NSI's special analysis facilities and that across-the-border audiences for U. S.-Canadian stations will be made available as part of NSI's total audience measurement. Sampling and market data will be based on the new U. S. census and NSI '61 coverage information.

Mr. Churchill said "The loyal support of over 600 long-term subscribers" made these expansions possible. He also announced that 14 major radio-tv advertising agencies had become "full-package" NSI clients in the last 90 days.

A potential radio-television gold mine

METRECAL IS FIRST OF FOOD CONCENTRATES BUYING TV

New weight-control products bear watching by radio and television as popularity of the food concentrates increases and their market distribution widens. Already there have been first signs of tv-buying by agencies handling the multitude of brands in the field.

Among the broadcast nibblers: Mead Johnson & Co.'s Metrecal, the "granddaddy" of them all. Though only introduced six months ago, Metrecal is one of the few new nutritional products to achieve national distribution. It's significant to note that this distribution point was reached at about the time the company decided to sponsor ABC-TV's series on Winston Churchill, *The Valiant Years* beginning Jan. 1, 1961. Kenyon & Eckhardt Inc., New York, is Metrecal's agency.

A few brands in the food concentrate field are using spot tv in test market campaigns. Among those that can be expected to aim for national sales is Quaker Oats Co.'s Quota, via J. Walter Thompson Inc., Chicago and now using tv in three midwest markets (BROADCASTING, Sept. 19). In some markets where many brands have converged at once, local brands are being introduced in tv spots. A Minneapolis dairy has a heavy tv spot schedule to promote Milk Protein Inc.'s Controcal product.

Why the wait? ▪ But there's yet a main hurdle to be jumped before most major weight-control brands can even consider consistent use of radio and tv on a national scale. Lack of national distribution by nearly all of the 75 or more labels currently available across the country is the big obstacle to overcome before other brands can follow in the steps of leader Metrecal, estimated at present to have more than one-third of the total market. Retail sales of all the meal-in-a-glass products are nearing $100 million.

The weight-control product has become something of a phenomenon on the food marketing scene. No one seems to know for sure the exact number of brands introduced in recent months. Some companies make the same 900-calorie product for different private label retailers. The product can now be purchased by weight-watchers at lunch counters, grocery dairy cases, hotel dining rooms, department stores, discount houses, pharmacies or through dairy home-delivery service. The product may come in liquid or powdered form, water or skim milk-based, and, of course, enriched with assorted minerals and vitamins.

Latest blue-chip companies to introduce the dietary product include National Dairy Products Inc., which started distribution in late November of Sealtest 900 Calorie Diet in New York, Detroit and Milwaukee. N. W. Ayer & Son, New York, is handling the ready-to-drink liquid food.

New product for tv

R. T. French Co., Rochester, N.Y., will utilize eight CBS-TV daytime network shows and spot tv in the top 28 markets early next year to introduce its new Pre-Sliced Frying Potato. Network tv schedule includes *Video Village, Love of Life, Verdict Is Yours, Secret Storm, I Love Lucy, As the World Turns, The Millionaire* and *Edge of Night.* Agency: J. Walter Thompson Co.

Toymakers' business up as they discover tv

Toy sales and tv toy advertising will both reach new highs in 1960, Television Bureau of Advertising claims. Paced by Mattel Inc.'s network spot billings of $970,230 for the first nine months of the year, toy companies will spend more than $7 million on national tv advertising in 1960, the bureau reported last week. Toy sales in 1960 are expected to top last year's $1.65 billion by more than $50 million.

In the first nine months of 1960, toy makers spent $2,708,130 for national and regional spot and network tv gross time billings alone, against $2,272,030 in the like period of 1959, an increase of 19.5%. Network tv billings represented $1,198,130 of the total (source: TvB/LNA-BAR) while spot tv in the January-September 1960 period was $1,510,000 (TvB-Rorabaugh).

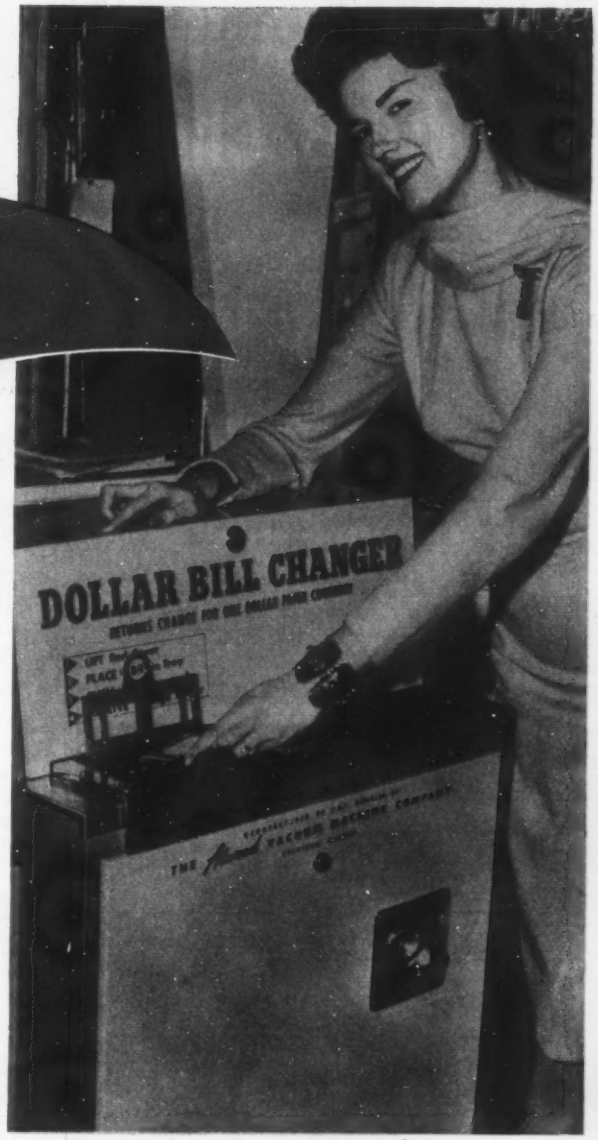
Runners-up to Mattel in network tv spot billings at the nine-month turn were: Colorforms Inc., $267,000; General Toy Co., $223,550, and Ideal Toy Co., $172,910.

tomorrow's selling is here today

in the LANCASTER / HARRISBURG / YORK market

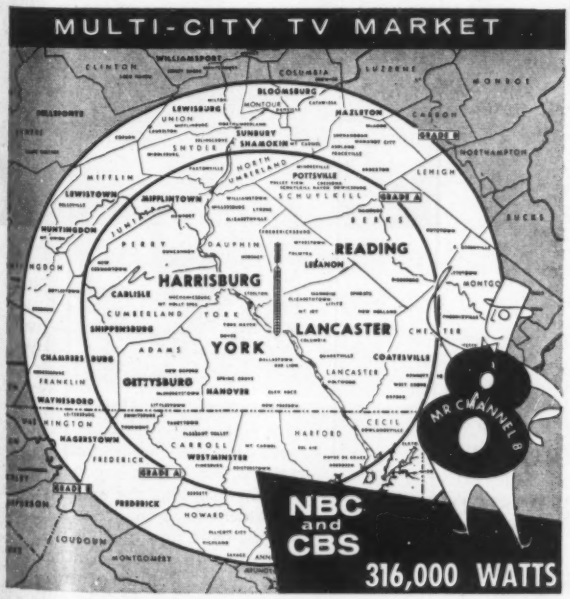
WGAL-TV

This station with its multi-city coverage looks to the future. It's your profit buy for today and tomorrow, because it is the outstanding favorite in these three metropolitan areas, plus many other communities.



UNITED PRESS INTERNATIONAL PHOTO

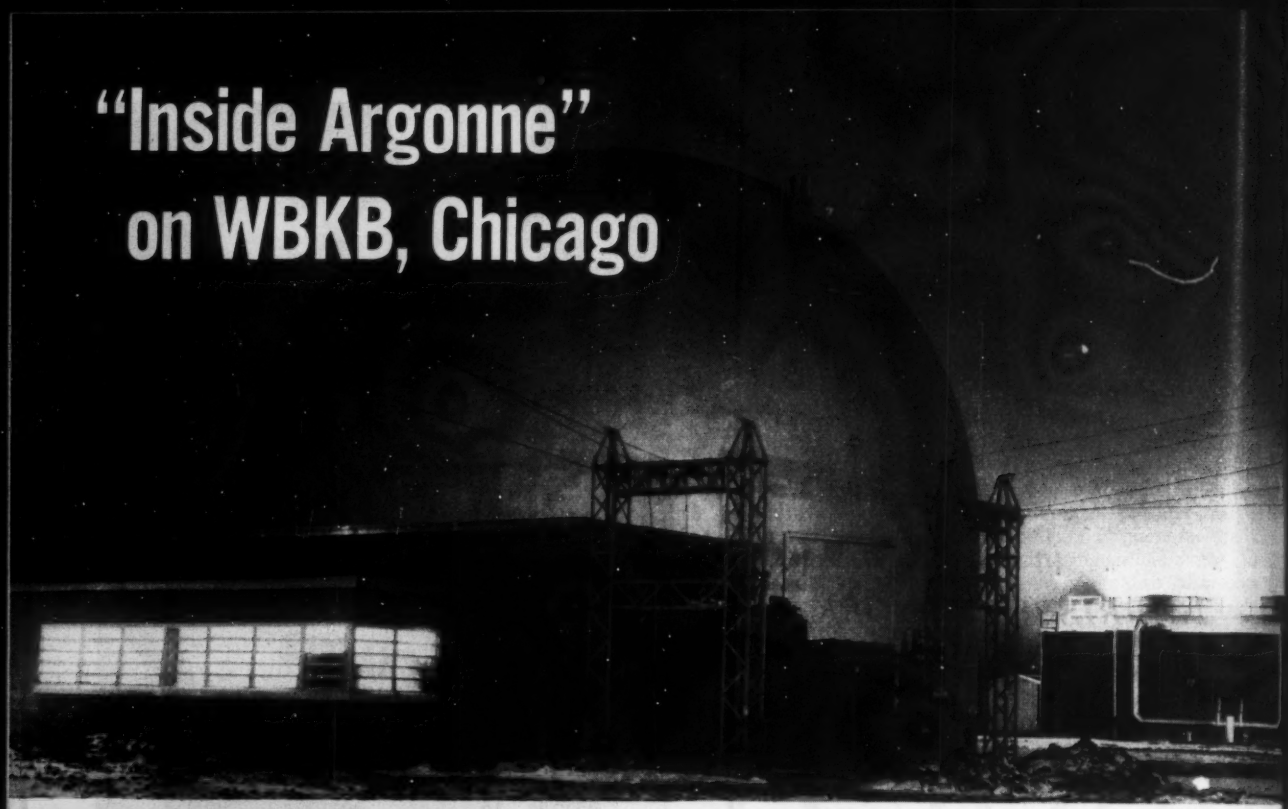
CHANGE FOR THE FUTURE
New machine changes dollar bills into coins; rejects foreign, fake, and counterfeit money.

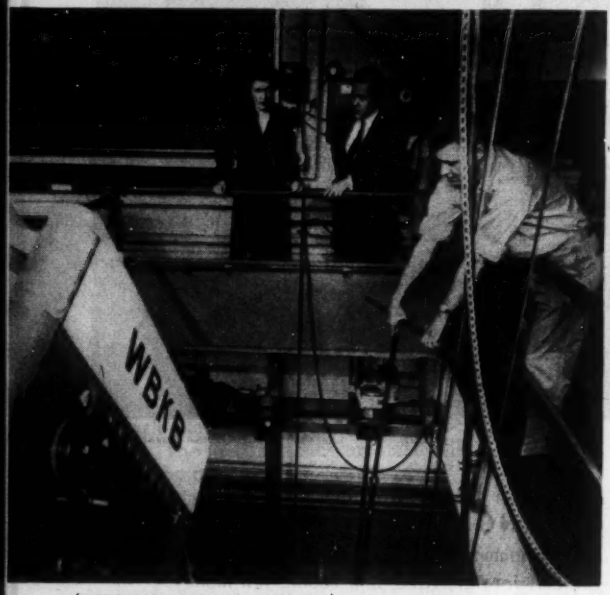


WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. · New York · Chicago · Los Angeles · San Francisco

"Inside Argonne" on WBKB, Chicago





Top—Night view of Argonne National Laboratory shows Experimental Boiling Water Reactor. *Lower Left*—WBKB camera focuses on gamma irradiation "pool." In background, Miss Gladys Swope of ANL and Norman Ross of WBKB. *Lower Right*—C. M. Stevens and N. S. Beyer of ANL staff adjust source-unit for double-focusing Mass Spectrometer.

(PHOTOS BY ARGONNE NATIONAL LABORATORY)

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

"Broadway and Hollywood are fine—but well-rounded television also needs presentations like "Inside Argonne"—programs that give millions of Americans a chance to see at first-hand how much is being done to make scientific progress, such as atomic energy, more useful to all mankind."

STERLING C. QUINLAN
Vice President, WBKB

Advertisement

TO BROADEN HUMAN UNDERSTANDING

Just west of Chicago stands Argonne National Laboratory, operated by the University of Chicago for the Atomic Energy Commission.

Until recently, not one American in a thousand knew how Argonne's 1,900 scientists and technicians might affect and enrich his own life.

But at WBKB, Sterling Quinlan and his staff felt their entire area should know of the vital work being done near Chicago. So, WBKB and Argonne pooled their talents—and soon a two-hour program was ready for television.

Realizing its scope, ABC decided the program should go nation-wide—and from 8 to 10 p.m. CST on August 6, 1960. American families had a chance to see "Inside Argonne."

Through WBKB cameras they had a close-up view of the Experimental Boiling Water Reactor. They saw technicians lowering urns into the gamma irradiation "pool" where the effects of radiation on food are studied.

They could look and listen as Dr. Francis Throw of Argonne told Norman Ross of WBKB about the Van de Graaff particle accelerator. Small wonder that ABC gave full network time to the program so painstakingly built by its owned-and-operated station at Chicago.

To Blair-TV, creative programming by great stations like WBKB is a constant source of satisfaction. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

Local ad ethics progress is 'encouraging'

AFA SURVEY FINDS 'BAD TASTE' ISSUE REPLACES BAIT

The Advertising Federation of America has queried 57 local ad clubs about ethics. The result: AFA feels encouraged.

Renewed emphasis on self-policing seems to be paying off and "bad taste" has replaced "bait" advertising as the biggest local complaint. Integrity in advertising is being maintained and public opinion is "fairly good," club officials report.

Media cooperation in ethics regulation is good, the AFA said. Television was voted top honors in cooperation, reversing a situation where tv finished last in a "cooperation" poll the AFA made last spring. "Other media" and newspapers outranked radio in the current study.

At its annual convention last spring in New York, the federation presented to clubs the AFA *Truth Book*, which codified ethics and procedures for self regulation in cooperation with Better Business Bureaus, media and the business community. This gave new impetus to the 49-year-old AFA Truth Crusade, which the Federation had dusted off and revived last winter. The study, coming six months after publication of the *Truth Book*, is showing early results of the year's work.

Highlights of the study, published in the current AFA newsletter:

All but nine of the 57 clubs surveyed are conducting projects to maintain high advertising standards. Thirty-eight have ethics committees active in regional truth programs. Most of them feel they are doing good to fair work, but only four call it outstanding. Five say their efforts are ineffective. An indication of better long-term results is given in priority ratings of ethics projects. Most clubs name this as one of their top three projects for the year ust started. Others named most often for top priority are education, legislative liaison, Advertising Week and civic affairs.

The Three B's ▪ Forty-three of the clubs are in cities that have Better Business Bureaus and cooperation between ad club and bureau most often is something between excellent and good. Two clubs rate it poor. The average club thinks its town's BBB is doing excellent to good work and none would call it poor. Most clubs report have a BBB representative, usually the manager, on their board of directors.

The AFA finds it significant that in cities where no Better Business Bureau exists and where AFA ethics programs are weakest, media cooperation also was evaluated "dangerously low."

Developments in St. Louis, Milwaukee and Madison, Wis., are worth noting the AFA thinks. The Advertising Club of St. Louis and the Better Business Bureau there have developed a "Code of Voluntary Censorship" and their next problem is to implement the Assn. of Better Business Bureaus' "Declaration of Responsibilities" adopted by that national group last June. This says advertisers must prove claims and media must require proof.

The Milwaukee Advertising Club says its program is one to let the community know that advertising people want truth and integrity rather than to take action against violators, an area in which the city's Better Business Bureau has done an outstanding job for years.

In Madison the Chamber of Commerce is doing the job of of processing complaints while both the chamber and the ad club there worked to establish a Better Business Bureau.

Better Business Bureaus originally were a creature of the AFA in the early part of the century and still play a vital part in recommended self regulation. The AFA has 130 affiliated clubs, including "vertical" trade groups (Assn. of National Advertisers, American Assn. of Advertising Agencies, such media groups as Radio Bureau of Advertising, Television Bureau of Advertising and others).

Business briefly...

Chrysler Corp., Detroit, will repeat *Astaire Time*, third in series of special telecasts on NBC-TV in color Feb. 20, 9:30 p.m. EST. Program, with Mr. Astaire, Barrie Chase, The Count Basie orchestra and other performers, was originally shown Sept. 28. Agency: Leo Burnett Co., Chicago.

Minute Maid Corp., Orlando, Fla., will sponsor for the fifth successive year NBC-TV's colorcast of the 72nd annual "Tournament of Roses Parade" from Pasadena, Calif., on Jan. 2 (Mon. 11:30 a.m.-1:45 p.m. EST), with the first 15 minutes in black and white and the next 120 minutes in color. Agency: Ted Bates & Co., N. Y.

Studebaker-Packard Corp., South Bend, Ind., buys *Wilbur and Mr. Ed*, series on 115 tv stations starting in January. Program features Alan Young, Connie Haines and a talking horse. S-P will sponsor series, produced by Filmways Inc. and distributed by MCA-TV, on 106 stations weekly and perhaps ten others on alternating weeks. The show will be directed by Arthur Lubin, who popularized "Francis, The Talking Mule" motion pictures, and is expected to include integrated commercials with Mr. Young and the talking horse.

To strengthen commercials, do research

LENNEN & NEWELL FINDS CPI BOOSTS COMMERCIALS' SELLING POWER

Lennen & Newell, New York, one of the more research-minded advertising agencies last week offered the first analysis and report of its Competitive Persuasion Index (CPI) system of testing television commercials.

Adolph J. Toigo, president of L&N, and Christopher Sante, senior vice president and director of research, told BROADCASTING in an exclusive interview that CPI is a "unique tool," designed to help with this critical question: "Can we find out what's wrong with a commercial that we can correct?"

The agency, after more than two years of testing, introduced CPI for its clients about two and a half years ago. In this first disclosure of CPI techniques and accomplishments, Mr. Toigo commented:

"About 80% of our work in research is designed to see if the present plan can be effectively changed in any area—product, creative, media; and, if so, what these changes should be. We cannot wait for sales figures to be compiled to determine whether or not advertising is doing its job. Especially in the area of tv commercials, where each second is meaningful, every available tool must be used to study constantly both consumer retention and the persuasiveness of the advertising story . . . We spent more than two years on the development of CPI to determine the effectiveness of our new commercials. As such, the CPI has proved invaluable."

For these reasons ▪ Mr. Sante explained that CPI is used largely to test a new campaign that is developing; to test a campaign that has run some time to discover whether it needs refinement; and to test the execution of a campaign to ascertain if a strong sponsor identification has emerged (particularly when a competitor is running a commercial similar to an L & N client's). He estimated that about ⅓ of all commercials require a major change; ⅓ a minor change; the remainder, no change.

The CPI method makes use of trained research interviewers who visit people in their homes. Equipped with rear-screen projectors the interviewers show commercials of both L & N clients and those of competitors. The average sample runs to about 300 interviewees.

CPI, Mr. Sante said, permits L & N to obtain random, reproducible samples of product prospects. He defined "random" as interviewees representing all types of people (not just those wanting to attend a theater or tune in to a special test broadcast). He noted that if, on the basis of a CPI, a change is made in the commercial, a second sample that matches the first in all respects (in other words, a reproducible sample) can be obtained. Therefore, any differences in results of a second test can be attributed to changes in the commercial, not to changes in the sample of people interviewed. Product prospects means that interviews are limited to people who use the product (e.g., cigarette interviews only with smokers.)

The interviewers are able to obtain detailed information on many factors, Mr. Sante pointed out. These include: memorability of the copy points, believability, emotional response (does the commercial "move" people?), persuasive effect of the two competitive commercials, opinions of brands being tested (this affects attitudes toward the commercials). With respect to the last named factor, CPI adjusts for bias—that is, people who have a preference for a particular brand and are likely to display a related preference for that brand's commercial. The agency makes certain the sample is not weighted with people favoring one brand over the other since the comparative results for the two commercials (L & N's client and the competition) would be unrepresentative of an unprejudiced group.

Mr. Sante cited the experience of the agency with the Armstrong Rubber Co. as an example of CPI operation. In 1959 the company invested about $650,000 in spot tv and, according to Mr. Sante, there was sales evidence that L & N had created a strong commercial. In the winter of 1960 the commercial was tested against that of another large tire-manufacturing company, and Armstrong's was found more effective. But the agency learned there were three areas where the commercial could be strengthened: a more dramatic opening sequence was needed; Armstrong's price needed emphasis (a line was added saying, "extra safety at no extra cost"); and, thirdly, about 20% of the 1959 commercial was devoted to local dealer identifications, and evidence showed that this did not "sell" CPI interviewees in proportion to the time devoted to it. In its place, a reference to finding a dealer through Yellow Pages was substituted.

Armstrong increased its 1960 budget to almost $1 million and, starting last May, the revised commercials were run. Armstrong reports that sales reached $116 million for the year ended last September, up from $101 million in the year ended Sept. 30, 1958.

One interesting sidelight emerged from L & N's studying the believability factor in commercials. Mr. Sante observed: "We find that if about 20% find a claim in the copy to be 'unbelievable' we still keep it in the commercial. This makes for controversy and discussion. But if it goes above 20%, the claim gets into the realm of implausibility and we either revise the claim or use another approach."

Agency appointments...

▪ Comfort Mfg. Co., Chicago, appoints Olian & Bronner, that city, to handle advertising for its Craig-Martin Toothpaste, effective Jan. 1, 1961. Agency currently handles company's Anti-Terge Protective Cream. Toothpaste account previously was handled by Erwin Wasey, Ruthrauff & Ryan, Chicago.

▪ The Royal McBee Corp., Port Chester, N. Y., appoints Young & Rubicam Inc., N. Y., as agency for its electronic data processing systems. Y & R also handles Royal's complete line of typewriting equipment and special products.

▪ Quaker Cane Sugar, manufactured by the National Sugar Refining Co., appoints Young & Rubicam, N. Y., as

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Dec. 1-7 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Dec. 1	**Untouchables** (9:30 p.m.)	ABC-TV	33.7
Fri., Dec. 2	**77 Sunset Strip** (9 p.m.)	ABC-TV	21.4
Sat., Dec. 3	**Fight of the Week** (10 p.m.)	ABC-TV	30.7
Sun., Dec. 4	**Candid Camera** (10 p.m.)	CBS-TV	27.5
Mon., Dec. 5	**Danny Thomas** (9 p.m.)	CBS-TV	25.0
Tue., Dec. 6	**Red Skelton** (9:30 p.m.)	CBS-TV	23.8
Wed., Dec. 7	**Wagon Train** (7:30 p.m.)	NBC-TV	26.3

Copyright 1960 American Research Bureau

Making your broadcast advertising dollars go farther

The key to a profitable return on your broadcast advertising investment may lie in your knowledge of a station's true coverage:

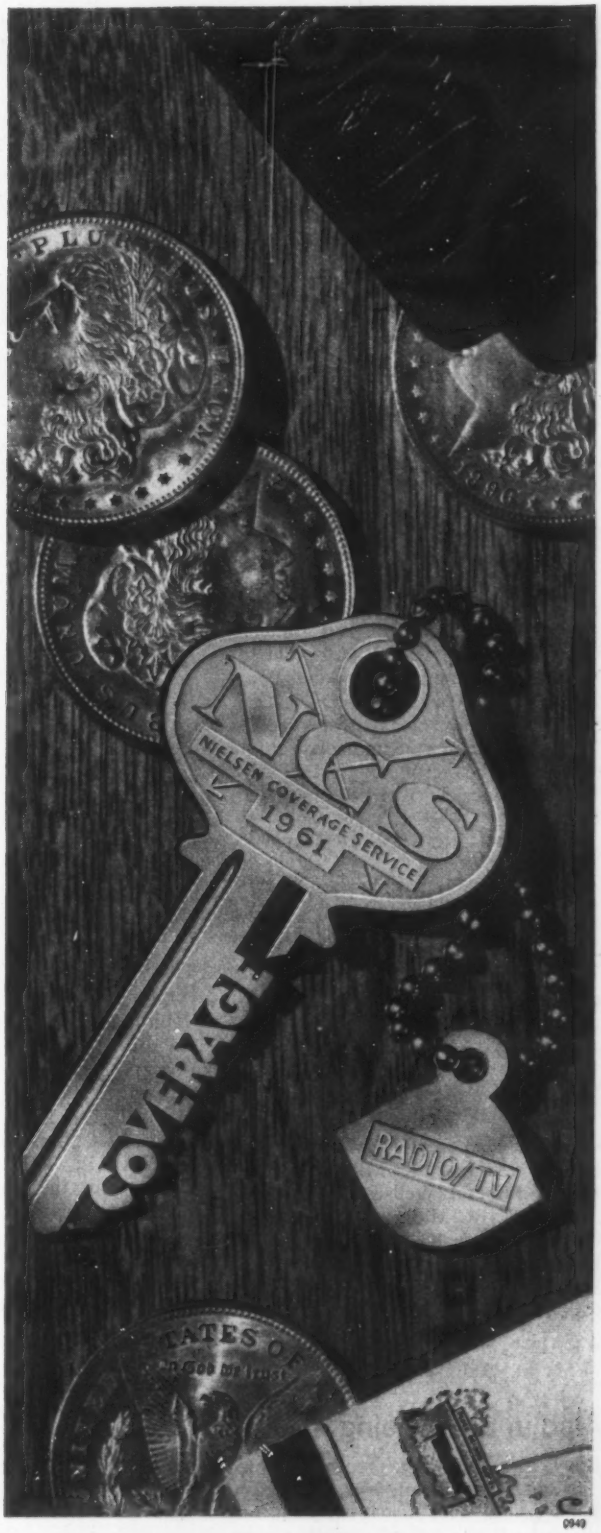
How big is the station's market?
How many homes are there in the area?
How many have radios? Television sets?

How many families listen to the station?

How loyal are these families?
How often do they listen or view?
How often do they tune elsewhere?

How does their county distribution fit your marketing problems?

These are but a few of the questions NCS '61 answers . . . it takes the gamble out of time buying . . . gives you the key to more profitable use of broadcast media.



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its agency, effective Feb. 1.

▪ McKesson & Robbins, Bridgeport, Conn., to Maxon, Detroit, for McKesson labs products and wholesale drug department, effective Jan. 1, 1961.

▪ Chicken Delight Inc., Moline, Ill., a franchise chain of "food-to-go" restaurants, appoints Tilds & Cantz, L. A., to direct advertising, merchandising and publicity. The chain is comprised of some 400 stores. Southern California's group of 30 stores is currently on KMPC Los Angeles, with expanded use of radio and regional magazines under consideration, according to T&C account executive Alan M. Berger.

▪ John Green Corp., El Segundo, Calif., and John Green Corp. of Northern Calif., San Francisco, Renault distributors serving California, Nevada, Utah and Arizona, have appointed Papert, Koenig, Lois, N. Y., as their advertising agency. This is second Renault distributorship account acquired by the firm. They also represent Magna-Dolphin Motors Inc., N. Y., outlet for New York, Delaware, Maryland, Pennsylvania, and Washington, D. C. dealers. The agency plans to open a San Francisco office in the immediate future to service the account. Carl J. Ally, PKL vice president, will head the new office.

▪ Willys of Canada, Ltd., has appointed Burley, Norman, Craig & Kummel, Ltd., Toronto, as its advertising agency.

Rep appointments...

▪ WBSM New Bedford, Mass.: Foster & Creed, Boston, as New England representative.

▪ KYND Phoenix-Tempe, Ariz.: John E. Pearson.

▪ KDNT Denton; KHEM Big Spring; KHBR Lamesa; KCMR McCamey; KORC Mineral Wells; KIMP Mount Pleasant; KJBC Midland; KDWT Stamford, all Texas; KHOB Hobbs; KGRT Las Cruces, and KSIL Silver City-Deming, all New Mexico: The Stuart Co., Dallas.

▪ KADY St. Charles, Mo., and KADI (FM) St. Louis: Jack Masla & Co.

Also in advertising

Copy awards ▪ The recently-formed Advertisers Club of New York announced last week that it is establishing the annual "Gold Key" awards for excellence in copy writing in five categories — radio, television, consumer magazine, newspaper and trade paper. There will be also a special category of entry for the "greatest ad I ever wrote which never ran." Entry forms and complete information will be mailed shortly to all recognized New York agencies. William Suitt, vice president of Lennen & Newell, is president of the club. Chairman of the awards committee is Lon C. Hill, J. M. Mathes Inc., and other members are Jane Field, BBDO; Martha Everds, Grey Adv. and Royall Smith, Lennen & Newell.

Radio spots sales up

National spot radio volume is estimated at $140,477,000 for the first nine months of this year.

Lawrence Webb, managing director of the Station Representatives Assn., last week reported gross time sales of spot radio about $1 million ahead of last year's period ($139.4 million). This represents an increase of 0.8%.

Third quarter national spot radio sales hit $46,470,000 compared to $47,066,000 in 1959.

Research fodder ▪ Three bibliographies, covering copy testing, questionnaires and corporate image, have been prepared by the Advertising Research Foundation for exclusive distribution to members. The copy testing list was prepared by former ARF staff member George T. Jefferson, covering 215 articles, books and reports through 1959. ARF Technical Director Charles K. Ramond describes 80 articles and books, 1939-1957 in the questionnaires bibliography. The corporate image reference covers 40 articles, reports and speeches, prepared by George M. Shirey Jr., research associate of the foundation.

Handling money? ▪ A syndicated radio program feature, *Your Money And You,* is being picked up by Federal Savings & Loan Assns, around the country. The First Federal of Washington, D. C., recently started the series on WMAL; WTOP; WWDC, and WRC, while the Chicago Federal will begin the show today (Dec. 12) on WMAQ and WGN. The 40-55 second series of 260 shows has also been sold to the Hartford Home Savings & Loan (Conn.), for WKNB New Britain.

New speaker service ▪ The Advertising Federation of America, Bureau of Education & Research, N. Y., is organizing a program to make professional advertising speakers available for talks on college campuses in the U. S. Under the plan, this AFA division would serve as liaison between the colleges and the 18 advertising associations affiliated with AFA. The speakers would be provided by the participating groups.

Moving day ▪ On Dec. 1 the Atlanta offices of John Blair & Co., rep firm, moved to 1375 Peachtree St. N.E., Atlanta 9. The new telephone number is 875-1567.

A PLEA FOR HELP

General Foods wants ads assessed by researchers

General Foods is juggling millions in its fiscal advertising plans and would like some help from operations research to find out what the investment is worth. If "OR" could measure it, General Foods could realize an extra $5 million profit from only a 5% increase in advertising effectiveness.

That is the estimate of V.A. Bonomo, product manager for General Foods' Yuban brand, who led off a session on operations research before the New York chapter of the American Marketing Assn. earlier this month. He asked his audience please to hurry with answers to the nagging doubts about ad content and strategy. Yuban, for instance, has to make up its mind on a new plan this month. At present more than half the Yuban coffee money is in nighttime television. Results have been very gratifying, but Mr. Bonomo and General Foods still wonder, "might we be better off with 100% tv, or 100% newspapers, or 100% skywriting?" Research as been very good, he said, in establishing that "the prime market for widgets is lefthanded male Swedes, aged 4, who reside in the Bronx." Now its up to researchers to show as much progress in measuring ad effectiveness.

Before introducing the AMA panel of speakers, Benjamin Lipstein, vice president and associate research director of Benton & Bowles (Yuban's agency), defined the OR approach as solving little problems in an assault on the larger, baffling problem. Researchers who followed Mr. Bonomo on the platform reported some milestones on the lesser-problem-solving route.

Copy research is going to make important contributions, according to Benton & Bowles' Arthur H. Wilkins, vice president and director of advertising and developmental research. Citing strides made by his agency and elsewhere, Dr. Wilkins asked operations researchers not to disregard copy as a variable.

John F. Magee, operations research director of Arthur D. Little Inc., consulting-research engineering firm, fixed the blame for limited progress in measuring ad effectiveness on companies' unwillingness to experiment on a long-term basis. There are some firms, however, that have been at it for a good many years and are getting closer to the answers, he said. Alfred N. Watson, vice president of Alfred Politz Research Inc., gave some examples of the OR approach to an ad problem and ended by rejecting it until "some day when we know much more about media selection, copy effectiveness and the stimulus-response mechanism of the human mind."

Arrangement by CARREN'S FLOWERS, Dallas

Beauty through simplicity, so often overlooked by the novice, but paramount in the hands of one who possesses a quality touch.

This symbolic tribute to the season is offered to convey our wishes for a bountiful harvest to each of you. And, too, may we take this opportunity to say thanks again for your recognition and help in making this quality touch a highly rewarding facet of our own operations.

radio & television · dallas

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co., Inc

The Original Station Representative

THE SWITCH IS TO WNBC-TV
AV. AMERICAS
W. 40 ST
NO TRUCKS
OVER 33 FEET
8AM - 10AM
12 NOON - 6PM
MONDAY thru FRIDAY
DONT
WALK

The signs are unmistakable. The crowds are turning to WNBC-TV! Take news for example. The "11tl Hour News," Monday thru Friday It has a larger nightly audience than any other single-station news show in the nation!* With news on five New York channels to choose from at 11 o'clock, th figures show that thousands switc over to Channel 4 for responsibl comprehensive coverage.

From "The Dave Garroway Toda Show" in the morning, to Ray Scherer and Leon Pearson in the afternoon, to award-winning Gabe Pressman and "The Texaco Huntley-Brinkley Report" in the evening, on to John McCaffery at night, New York viewers are switching to WNBC-TV in increasing numbers for clearer, more complete news reporting. This is why more people watche the political conventions and election night coverage on Channel 4 than on any other station in town!**

Join the switch to the station where news comes first!

WNBC-TV CHANNEL 4 NEW YOR
NBC Owned and Operated
Represented by NBC Spot Sales

*Source: Nielsen New York report, November, 19 (and true in all but one complete report throughout the past year!)

**Source: Nielsen Instantaneous Audience Ratings July and November, 1960

HIGH RATED
LOCAL
PROGRAMMING
★
MILWAUKEE
witi
CBS NETWORK
-tv
TV Capital of Wisconsin

TOP
AVAILABILITIES
IN THE LARGEST
FILM LIBRARY
IN THE MARKET!
CALL BLAIR
Television Associates

the **STORER** *station*
backed by 33 years of
responsible broadcasting

ABC, CBS OPTION TIME CUTS

Both will drop opening half hour, with eastern schedule reading 8:30-11 p. m. on week nights

CBS-TV and ABC-TV have settled on 8:30-11 p.m. EST as the hours for their evening option time under the FCC's ruling that option periods in each day-part must be cut from three hours to two-and-a-half. NBC-TV was still working on its revisions last week.

CBS-TV said it would comply with the FCC ruling by lopping the first half-hour off its current option hours in all three day-parts (networks do not claim option time in the fourth, late-night day-part). This will leave some variations, as in the past, between weekday and weekend and also between some of the different time zones. For instance, while CBS-TV's evening option time will be 8:30-11 p.m. EST on Monday through Friday, it will be 8-10:30 p.m. EST on Saturday and Sunday.

ABC-TV's changes will produce a more uniform result—8:30-11 p.m. EST seven nights a week, for example—but they are more far-reaching because currently ABC-TV is working from an option-time schedule that in several cases differs from night to night. On Tuesday evenings, for example, ABC-TV option time now is split up, running from 7 to 7:30 p.m. and then from 8 to 10:30; on Thursdays it is 7:30-10:30, and on the other nights it is 8-11.

Jan. 1 Start ▪ The changes are due to go into effect Jan. 1, effective date of the FCC's cutback requirement. ABC-TV was planning to notify its affiliates late last week. CBS-TV informed its stations earlier and was planning to send out affiliation-contract amendments to make it official.

The FCC decision has been taken to court, but the consensus was that the appeal probably would not delay the Jan. 1 effective date of the FCC order. The appeal was taken by KTTV (TV) Los Angeles on the ground that the FCC should have eliminated option time altogether (BROADCASTING, Nov. 21). The networks, although they opposed the idea of reducing option time at all, are defending the FCC's right not to cut back more.

Just what effect, if any, curtailing the option periods will have on the networks—and their advertisers—appeared to be a moot question. General thinking among network executives appeared to be that the cutback would have no real effect immediately, since the 1960-61 season is already under way. They speculated that if there is any effect it will not become evident until the 1961-62 selling season is in progress.

The cutback is not expected to have any effect on the networks' programming—they'll continue to program next year with the idea of selling as much time as ever (and getting voluntary clearance for the lost half-hours of option time). But if this year's scheduling pattern is followed by ABC-TV and CBS-TV next year, they'll have fewer straddle programs—hour-long shows that are partly outside of option time—than they do now.

CBS-TV ▪ Here is the new option-time schedule for CBS-TV: for stations in the eastern time zone it will be 10:30 a.m. to 1 p.m., 2:30-5 p.m. and 8:30-11 p.m. Monday through Friday and 10:30 a.m. to 1 p.m., 2:30-5 p.m. and 8-10:30 p.m. Saturday and Sunday; for stations in the central time zone, 9:30 a.m. to 12 noon, 1:30-4 p.m. and 7:30-10 p.m. Monday through Friday, and 9:30 a.m. to 12 noon, 1:30-4 p.m. and 7-9:30 p.m. Saturday and Sunday; for stations in mountain time zone, 10:30 a.m. to 1 p.m., 1:30-4 p.m. and 6:30-9 p.m. Monday through Friday, and 10:30 a.m. to 1 p.m., 1-3:30 p.m. and 6-8:30 p.m. Saturday and Sunday for stations in Pacific time zone, 9:30 a.m. to 12 noon, 1:30-4 p.m. and 8-10:30 p.m. Saturday and Sunday.

ABC-TV ▪ For ABC-TV the new option periods are: evening, 8:30-11 p.m. in the eastern and Pacific zones, 7:30-10 p.m. in the central and mountain zones; morning, 10:30-1 p.m. local time in eastern, central and Pacific Zones, and 9:30 a.m. to 12 noon local time in the mountain zone; afternoon, 2-4:30 p.m. Monday through Friday and 3:30-6 p.m. Saturday and Sunday in eastern, central and Pacific zones and 1-3:30 p.m. Monday through Friday and 2:30-5 p.m. Saturday and Sunday in the mountain zone.

KELP-AM-TV plans new studios

KELP-AM-TV El Paso, Tex., has announced plans to erect new studios and offices early next year. Groundbreaking ceremonies are anticipated for January or February 1961. The move is planned as a further step in KELP's general expansion, according to Gene Roth, general manager of KELP-AM-TV.

To date the tv facility has spent in

If you are buying Television in Providence, Rhode Island,

keep these facts in mind: In daytime NSI* homes reached, WJAR-TV has more than *twice* as many quarter-hour firsts; in nightime NSI* homes reached *three* times as many quarter-hour firsts as the second station! Furthermore, in NSI* homes reached, WJAR-TV carries 8 out of the top 10 network programs, 9 out of the top 10 syndicated programs! WJAR-TV · Channel 10 · Providence · NBC · ABC · Represented by Edward Petry & Co., Inc.

***Nielsen, August, 1960**
Daytime — Mon.-Fri. 8 A.M.-6 P.M.
Nighttime — Sun.-Sat. 6 P.M.-midnite

Staff realignment for 'Broadcasting' and 'Television'

Mr. James

Mr. King

Mr. Crater

Mr. West

Mr. Schwartz

Mr. Christopher

Mr. Berlyn

An editorial expansion program for BROADCASTING and for the newly acquired TELEVISION magazine was announced last week by Sol Taishoff, president of Broadcasting Publications Inc., parent company of both publications.

Edwin H. James, vice president of Broadcasting Publications and managing editor of BROADCASTING since 1954, has become executive editor of BROADCASTING and TELEVISION. He continues as a vice president of the parent company.

Rufus Crater, who was promoted to editorial director of BROADCASTING in New York last January, continues in that capacity and will direct New York editorial operations of BROADCASTING.

Art King, editor of *Television Age* since 1954 and before that managing editor of BROADCASTING for 11 years, will return to BROADCASTING as managing editor Jan. 1.

Donald V. West, New York bureau news manager of BROADCASTING for the past two years, becomes managing editor of TELEVISION.

Kenneth Schwartz, with TELEVISION since last April, becomes senior editor of that publication.

Lawrence C. Christopher, senior editor of BROADCASTING at Washington headquarters of the magazine, will become senior editor in charge of BROADCASTING's Chicago editorial office Jan. 1.

David W. Berlyn, associate editor in BROADCASTING's New York office since 1954, becomes New York bureau news manager.

Mr. James joined BROADCASTING as New York editor in 1946 after wartime service as a major on Gen. Douglas MacArthur's public relations staff. Before that he was assistant city editor of the Los Angeles City News Service.

Mr. Crater joined BROADCASTING in 1945 as a reporter covering the FCC. Before that he was assistant city editor of the Winston-Salem, N. C., *Journal-Sentinel.* He became New York editor of BROADCASTING in 1951.

Mr. King first joined BROADCASTING in 1945 as managing editor after wartime service in the Office of Censorship. Before that he was managing editor of the Winston-Salem, N. C. *Journal-Sentinel.* In 1954 he joined *Television Age* as editor and has resigned that position to return to BROADCASTING at the magazine's Washington headquarters.

Mr. West joined BROADCASTING in 1953 after two years of military service. Before that he had been managing editor of the Roswell, N. M., *Record,* wire editor of the El Paso, Tex., *Times,* and combination man at KICA Clovis, N. M.

Mr. Schwartz joined TELEVISION as executive editor in April 1959. Before that he had been managing editor of *Tide* magazine and associate editor at *Forbes* magazine. After the death of Fred Kugel, editor and publisher of TELEVISION last August, Mr. Schwartz acted as editor of the publication.

Mr. Christopher joined BROADCASTING in 1943 and served as a reporter and later associate editor in Washington. In 1955 he became western news editor in charge of the magazine's Los Angeles editorial office. In early 1957 he moved to New York as news manager of the magazine's bureau there and two years later was transferred to Washington headquarters as senior editor. He recently received a master's degree in communications from American U.

The assignment of a senior editor to BROADCASTING's Chicago bureau is intended to intensify the magazine's coverage in the Midwest. John Osbon, Midwest news editor for the past several years, has resigned for personal reasons.

Mr. Berlyn joined BROADCASTING in 1949 as a reporter in Washington. Before that he had been a news writer for WWDC Washington and a reporter for the Quincy, Mass., *Patriot-Ledger.* He became an associate editor in BROADCASTING's New York bureau in 1954.

BROADCASTING and TELEVISION will be operated by separate staffs under the policy direction of officers of Broadcasting Publications Inc. BROADCASTING's editorial headquarters will remain in Washington and TELEVISION's in New York.

BROADCASTING, weekly business magazine serving the radio and television industries, has been published by Broadcasting Publications for more than 30 years. TELEVISION, a monthly serving the television industry, was established in 1944. It was purchased by Broadcasting Publications Inc. from the estate of its founder, the late Fred Kugel, a month ago.

excess of $300,000 on improvements. KELP-TV now operates with 250 kw from atop Mt. Franklin. Specially-built RCA equipment, weighing over 15 tons, has been installed, which operates from the station's own power system with five huge transformers. The new antenna rises to 310 feet and is completely self-supporting. The station had to build a private road to the antenna site through or over solid rock. The road has an average grade rise of 25%. Total height is over 5,000 feet above sea level.

Headliners awards set

Nine awards to radio and tv stations for news coverage will be made in 1961 by National Headliners Club. Mall Dodson, executive secretary, said entries must be received by Feb. 15, 1961, at the club headquarters, Convention Hall, Atlantic City, N. J. Winners will be announced March 18 and awards will be presented April 8.

Award categories include consistently outstanding tv network news coverage, local tv coverage of news events, local tv public service, newsreel (theatre or tv) news coverage, radio network news broadcasting, local radio station public service, local radio news coverage, local radio editorializing and local tv editorializing. The print media categories include radio-tv-theatre column writing or reporting.

Radio tape entries are to be 7½-ips; films in 16 mm sound. Tapes and films are limited to about five minutes. Non-winning entries will be returned. There are no awards for documentary films.

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SEAL OF GOOD PRACTICE

MR. SAM, OPEN THOSE HOUSE DOORS

NAB committee urges broadcast rights as in Senate

Committee hearings of the House of Representatives should be opened to radio and tv coverage on the same basis as Senate hearings, the NAB Freedom of Information Committee contended Dec. 8.

Meeting in Washington, the committee pointed out it is concerned specifically "with the historic American right of the public to be informed fully, consistent with national security." It added that House hearings are fully as important and newsworthy as those in the Senate, "which have been covered routinely for years by the broadcasting industry."

The NAB group, which is headed by Frank P. Fogarty, Meredith Broadcasting Co., stated, "Coverage would be conducted with all established procedures, customs and decorum as provided by this committee's own code of conduct for broadcasting public proceedings." Pooled coverage would be used where required by space limitations, as is now done in Senate hearings and joint sessions of the two houses of Congress.

House hearings have been closed to radio-tv by direction of Speaker Sam Rayburn (D-Tex.).

NAB's committee said broadcasters have shown their ability to inform the public fully and fairly in their handling of the presidential campaign debates without equal restraints or equal-time requirements. These debates were made possible by suspension of the Sec. 315 clause for the campaign.

Stress on News ▪ Broadcast media were urged by the committee to use the word "news" rather than "press" when referring to news conferences, news secretaries and news releases.

The committee reaffirmed support of proposed freedom of information legislation sponsored by Rep. John E. Moss (D-Calif.) provided it is amended to protect financial data filed on a confidential basis with government agencies. It heard reports on freedom of information developments from Vincent T. Wasilewski, NAB government affairs vice president; Douglas Anello, chief counsel, and Howard H. Bell, industry affairs vice president. Mr. Bell reviewed state broadcaster association activities in the field.

Attending the meeting besides Chairman Fogarty were Campbell Arnoux, WTAR Norfolk, Va.; Robert H. Fleming, ABC, representing Radio-Television News Directors Assn.; John S. Hayes, Washington Post Broadcast Div.; Daniel W. Kops, WAVZ New Haven, Conn.; Stephen J. McCormick, MBS; August C. Meyer, WCIA Champaign, Ill.; David C. Moore, Transcontinent Television Corp.; D. L. Provost, Hearst stations; Ole Morby, Time Inc.; Lewis W. Shollenberger, CBS, representing Radio-Television Correspondents Assn., and Thomas Velotta, ABC. Clair R. McCollough, Steinman Stations, participated on behalf of the NAB Policy Committee of which he is chairman. Other NAB staff members taking part were John F. Meagher, radio vice president; John M. Couric, public relations manager; Robert Cahill, attorney, and Hollis Seavey, assistant to the vice president for government affairs.

COMMERCIAL FM POLL

FMBS seeks answer to query: what's fm radio really like?

What is the typical commercial fm station in the U. S. really like? How long is its broadcast day, what type of music does it program and what restraints does it place on commercial copy?

To find the answers FM Broadcasting System questioned its 61 affiliate members of the National Assn. of FM Broadcasters and came up with some statistics. The questionnaire was designed as a followup to FMB's previous study on fm set ownership and saturation and tunein habits involving New York and other cities (BROADCASTING, Nov. 14).

This profile emerged: The average commercial fm outlet (1) will accept transcribed commercials, with production and copy restrictions, (2) programs 18 hours of "popular," "good" or symphonic music per day and (3) gains its largest audiences from 4:30-6 and 7-9 p.m.

With respect to commercials policy, only 6.3% of those stations responding said they would not accept transcribed spots. But all of them said they would set ground rules for agencies and advertisers—rigid restrictions on production and copy content.

Among the more typical comments from fm broadcasters: "No production spots; prefer to do it live." "We prefer to use our own staff announcers at no fee." "No jingles; no hard sell. Voice only." "All e.t.s subject to approval." "One person only, and in a soft sell." "Good taste is the criterion." "We won't use commercials which insult listeners' intelligence." "No shouting, high pressure, loud effects." "No singing."

Other findings in the survey, announced last week by Sidney J. Wolf, president of FMBS and the parent Keystone Broadcasting System, were summarized as follows:

Broadcast Hours ▪ The daily range of on-the-air hours is from a low of 12 (for two stations) to a high of 24 (three

On the air in Florida . . .

Television is gradually making progress at the state and local level as broadcasters assert their right to cover public proceedings on a basis of equality with printed media.

In the Tampa-St. Petersburg, Fla. area, WTVT (TV) cancelled most of its daytime programs Nov. 30-Dec. 1 to telecast complete proceedings of a two-day hearing by the Legislative Roads Committee, a state legislative committee (see above). E. B. Dodston, WTVT manager, said the coverage marked the first time entire pro-

stations). However, most stations are on the air 17-19 hours each day.

Of the stations responding to the FMBS questionnaire, 25% say they're on the air 17 or 17½ hours daily; 33.4%, from 18 to 19 hours. Most stations (66.6% of them) go on the air at 6 or 7 in the morning. The most frequent sign-off hour is midnight, for 47.9% of the stations, with the next most popular sign-off hour 1 a.m., for 24.4% of the stations. Three FMBS affiliates, however, are 24-hour operations. All located in California, they are KMLA (FM) Los Angeles; KMUZ (FM) Santa Barbara, and KITT (FM) San Diego.

Station Program Schedules ▪ Of the stations responding, seven broadcast "good" music 100% of the time; one is 100% "pop" and four are 100% symphonic.

In the "good" music category, 39.4% of the FMBS stations program less than 50% of their program schedule with this type of programming; 60.6%, more than half of the schedule.

In "pop" music, 65% report this accounts for less than half of their schedule; 35%, more than half.

In symphonic music, 77.4% program this type of entertainment less than half the broadcast time; 23.6%, more than half.

The number of daily news shows ranges from 1 to 36—from 5 to 12 times daily for 48.2% of the stations.

STANTON'S VIEWS ON 'GREAT DEBATES'

Says outlawing them would be 'incredible cynicism'

The Kennedy-Nixon debates on television and radio were "an unprecedented step" toward eliminating "blind" and "emotional" voting, thus producing a turnout at the polls that was not only bigger than ever before, but also more thoughtful. To resume outlawing such debates, simply for the political advantage of one candidate over another, would require "incredible cynicism"—but it may be tried.

This appraisal was offered by Dr. Frank Stanton, president of CBS Inc., in the principal address at the Dec. 3 luncheon of the annual Sigma Delta Chi convention, held in New York. Dr. Stanton was elected a fellow of Sigma Delta Chi, the highest honor bestowed by the professional journalistic society (BROADCASTING, Dec. 5).

He called upon print journalists—"our senior partners"— to join electronic news media in pushing for permanent revision of the equal-time requirements of Sec. 315, just as they worked together for the suspension of those requirements to make the Kennedy-Nixon debates possible in 1960.

Logic Not Enough ▪ "If political action were solely a matter of logic," Dr. Stanton declared, "the overwhelming success of the experiment this year would banish completely and forever the onerous equal-time restrictions—for all elective offices.

"But I do not need to tell you that politics have never been overburdened with logic. Not one or two but a dozen political maneuvers are bound to crop up to prevent or to delay the necessary remedial legislation. It will be very easy for those who oppose this action to do so quietly and out of sight, hoping by delay to lose this potential for the public good. . . . All of us, print as well as electronic journalists, will have to keep this issue alive and before the people until every such maneuver . . . is shown up and overcome."

Dr. Stanton's election as an SDX fellow recognized his "pioneering" in electronic journalism and his work leading to the 1960 suspension of Sec. 315 insofar as it applied to presidential and vice presidential candidates.

The SDX fellow awards will be presented next spring. Elected along with Dr. Stanton were Isaac Gershman, managing editor of the Chicago City News Bureau, whose citation noted his "professional accomplishments and innovations in the coverage of news for both printed and electronic media," and Bernard Kilgore, president of *The Wall Street Journal*.

Captive Partisans ▪ In his address Dr. Stanton said the "one great commanding and overwhelming fact about the debates" was this: "For the first time in our history, partisans of *both* major political parties saw and heard *both* candidates and *both* sides of the issues. Moreover, these unprecedented broadcasts were seen by 101 million different Americans. The television audience for the average of the four debates stands at 71 million individuals—only a fraction of whom would watch either candidate individually."

Partisanship of the kind that marked previous campaigns, where the tendency of the public was to listen to "their" candidates and ignore the opposition, "is a hazardous anachronism in the grim seriousness of today's world," Dr. Stanton said. He hoped that whatever else the 1960 campaign did, "it spelled the end of the time when the voters listened only to one side." The "singular achievement of the debates," he said, was that voters, "no matter how partisan, could not listen to one side without also hearing the other."

Dr. Stanton also scouted the theory that only one candidate stood to gain from the debates. While Sen. Kennedy was less well known than Vice President Nixon, he pointed out, Sen. Kennedy's party was bigger and thus Mr. Nixon had to get the ear of—and swing support from—independents and en-

. . . and in Milwaukee too

ceedings of a legislative committee in Florida had been telecast live.

Tv cameras are welcome at the Milwaukee, Wis., City Hall for discussions of city problems and issues. WISN-TV is programming a monthly prime-time telecast series, *Across the Mayor's Desk*. In the third program of the series (see above photo), Mayer Henry Maier gave his six-month report to the Common Council. The series features the mayor and municipal officials in informal discussions.

Great oaks grow from planting of ideas

While the radio-tv woods now has its Ed Murrows, and Chet Huntleys, WSB-TV Atlanta, Ga., is doing its bit toward planting the acorns from which tomorrow's great oaks of electronic journalism may develop. For the last two years, it has held, in cooperation with the Henry W. Grady School of Journalism, U. of Georgia, a Radio-Tv News Broadcasting Conference for north Georgia high school editors and their faculty advisors. The aim of the annual conference is to give Georgia's embryo journalists a behind-the-scenes look at radio-tv news work that not only transcends text-book instruction in electronic journalism but also whets the youngsters' appetites for a career in the field.

Some 100 students and faculty advisors, about twice as many as last year, attended the 1960 conference, held last month at WSB's "White Columns" studio. From morning until late afternoon, the young journalists were treated to demonstrations of how radio and tv newsmen operate. They saw some of the tools of the electronic journalist—his in-car telephone, short-wave radio and on-the-spot taping equipment. They also saw a tv newscast assembled and put on the air.

Among the highlights of the day were the appearances by NBC correspondents Ray Scherer, seen by closed circuit from Washington and Chet Huntley, in a five-minute video tape. Mr. Scherer commented on current news activities and, along with Mr. Huntley, discussed news broadcasting as a career. Six other top NBC newsmen participated via tape recordings.

Station personnel addressing the conference were Marcus Bartlett, WSB-TV general manager, and Frank Gaither, WSB Radio general manager. The keynote address was given by Dean John E. Drewry, of the Henry W. Grady School of Journalism.

An important fillip added to the annual conference is a station-sponsored competition for a one-year scholarship to the journalism school. The scholarship is offered to the student who, in the opinion of the station and the Grady faculty, makes the most interesting and original report on the conference.

rolled Democrats.

The candidates also gained from the standpoint of audiences, Dr. Stanton continued. The average nighttime half-hour paid political broadcast, he pointed out, attracted only 30% as much audience as the average debate.

Other statistics offered by the CBS head:

▪ Debate tune-in was "remarkably stable." The typical family stayed tuned for 54 minutes of the average hour-long debate.

▪ Debates far out-drew set speeches: "The average half-hour paid political television network broadcast attracted approximately 30% less audience than the program it replaced. The four debates, on the other hand, had audiences averaging 20% larger than the entertainment programs they preempted."

▪ Almost nine out of ten television families (89.8%) tuned in the debates; more than half of all tv families (53.1%) watched at least three debates and more than one family out of four (26.6%) watched all four.

▪ The debate audiences "cut across the whole fabric of the national population. In the sub-groups we have analyzed—by age, sex, economic level, education, size of family, size of community and geographic location—more than half of all television sets were tuned to the debates. There were no blacked-out groups."

Gains For Both ▪ These statistics, Dr. Stanton said, "dispute the speculation that either candidate did his own cause a disservice in face-to-face discussions with his opponent, because of 'delivering' a greater audience than his opponent could get. The one demonstrable fact is that *both* got a much greater audience than either got alone and that each had an opportunity to speak to his opponent's followers that he would not otherwise have had at all."

He cited the relative lack of public enthusiasm for either candidate in the early stages of the campaign, followed by an all-time record turnout of 68.5 million votes, as further evidence of the debates' influence. Moreover, he said, the debates "could and did encourage the appraising element in the voting act" by showing the candidates in action—by showing not only their articulateness but also evidence of their "insight, the ability to make sound judgments under pressure, restraint, prudence, quickness of understanding."

"This is essentially what the debates did for all the American voters—they made the candidates known to the people," Dr. Stanton said. "The debates made it possible—as carefully prepared and unchallenged oratory could never do—for fundamental human qualities to be revealed. It is true, of course, that not all the qualities of the candidates can be revealed in such debates. It is *not* true that only superficial, misleading or irrelevant qualities can be revealed."

Format Drawbacks ▪ He said the format of the debates unquestionably had limitations that are inevitable in any first breakthrough. The networks, he recalled, would have preferred "the more traditional format in which each candidate would question the other," but yielded to the candidates' insistence on panel questioning "because we believe that whatever the imperfections, they could be eliminated as the debates evolved and it was important to take this first giant step forward. Unquestionably in future years they will be improved."

The values of the debates would not be altered, he continued, even if one of the candidates were an incumbent President. An incumbent, he said, might even be anxious to engage in debates—if his opponent were building up a powerful case against him, for example; or if he thought his views were being inadequately reported in the press.

But this is not the point, he said, "for the problem centers not on the interests of the candidates but on the best interests of the voters. I cannot believe that, after the enormous contribution made by the debates in the last campaign, any responsible men and women in government will seek to resume outlawing them. It would certainly be incredible cynicism for any official to conclude that the people were entitled to see and hear candidates in face-to-face discussions only when it served the political interests of a candidate. The release of television and radio from the crippling restrictions of Sec. 315 of the Communications Act was an experiment this year to see if it would work—not to the advantage of one candidate over another—but to advance public interest in the campaign and to make the candidates and the issues better known."

[*Also see story on SDX awards to Sol Taishoff, president of Broadcasting Publications Inc., and Rep. John H. Moss (D-Calif.), page* 85.]

Television's two-show repertory analyzed

Television in 10 seasons has built up a repertory of two shows. The hardy ones are *Ed Sullivan* and *What's My Line?*

This is brought out in a study in progress, "For Whom the Ratings Toll," by William N. Mc Phee, research associate of the Columbia U. Bureau of Applied Social Research. Dr. Mc Phee also points ont:

Tv has an excellent repertory potential but it doesn't hold onto what it has. The sifting system is excellent during a

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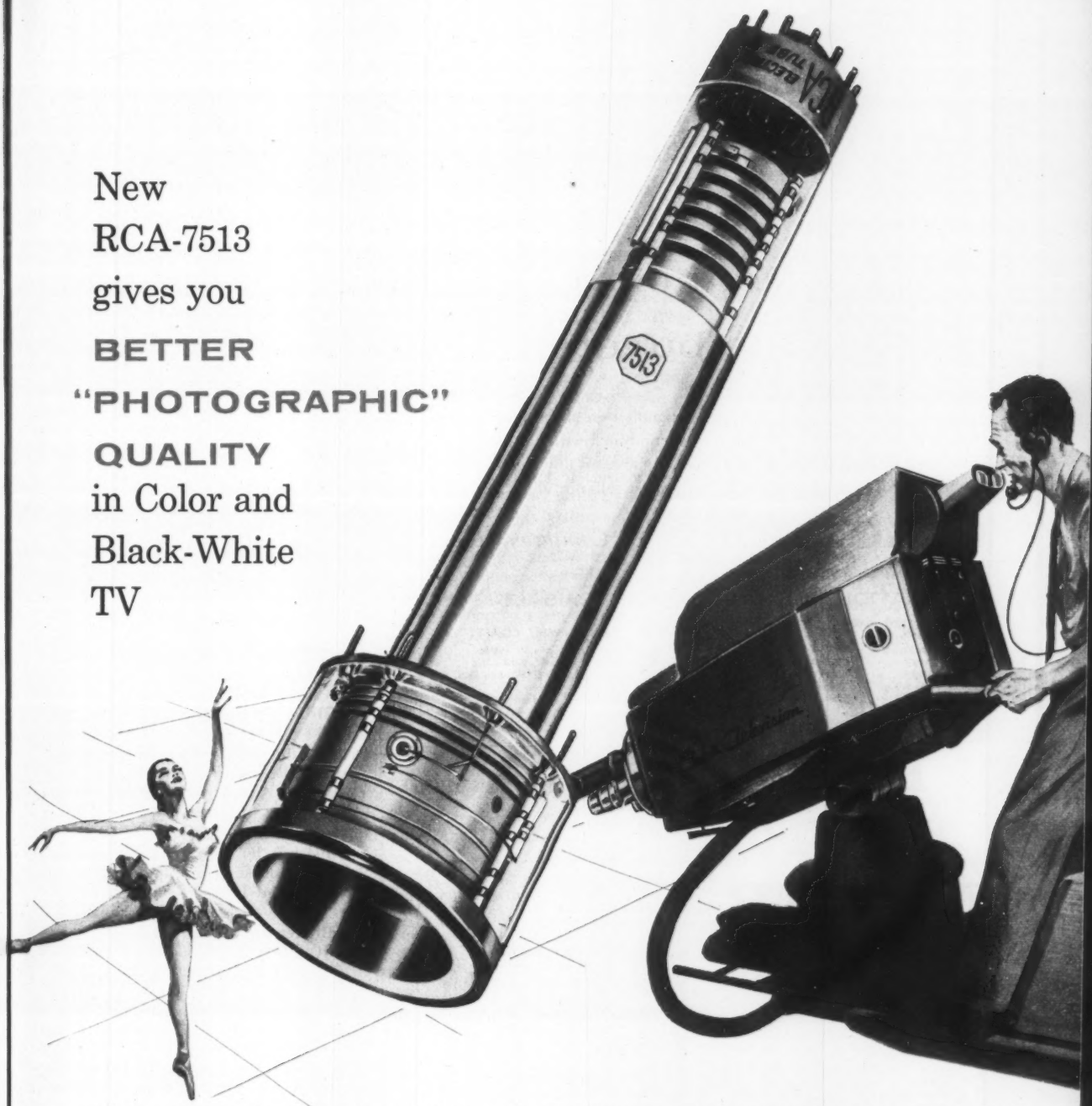

Registration is achieved more easily. Dark corners in the picture area are reduced. Glaring "halo effects" are eliminated. The signal current has good purity and low noise. These are some of the important advantages you can obtain with the new RCA-7513—the remarkable Image Orthicon that offers better "photographic" quality.

RCA-7513 precision construction includes accurate coaxial alignment of all sections of the tube and accurate interelectrode spacings. As a result, the three images produced within a three-image-orthicon type color camera can be practically identical in geometry. However, to take full advantage of the 7513's precision capabilities, the color camera should employ deflecting yokes and focusing coils having precision construction and precision axial alignment with respect to each 7513.

A major design feature of the 7513...field mesh... assures that the scanning beam will strike the target perpendicularly at all points. This means improved corner resolution as well as reduced halo and edge effects. Moreover, the field-mesh defocuses the return beam, eliminating dynode spots from the picture.

Discover for yourself the new possibilities in color and black-white quality opened up by RCA-7513. Get in touch with your local RCA Distributor of broadcast tubes today for full details...or write RCA Commercial Engineering, Section L-13-0, Harrison, N. J.

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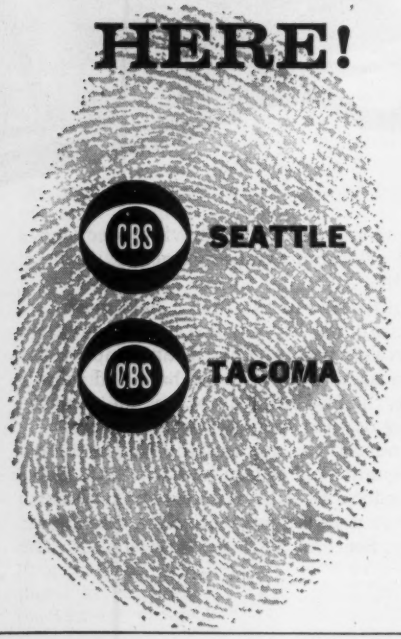


HERE'S A MARKET BIGGER THAN INDIANAPOLIS, ST. PAUL, AND COLUMBUS COMBINED

The market served by KTNT-TV in the Puget Sound area is larger than the combined populations of Indianapolis, St. Paul and Columbus. So it's apparent here's a market not to be ignored. And the station with wide listener acceptance in this rich area is KTNT-TV, a CBS affiliate. Learn from your WEED TELEVISION man the full details about this lively station . . . talk with him before you buy another dollar's worth of time in the Pacific Northwest!

KTNT TV CBS
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area

show's first year out. Tv immediately discards half of what is not fitted for survival. The rest of the unfit eventually go too. Retention of survival material is poor, however, and each year tv throws out around a quarter of what might be expected to live. Thus, unlike, say, English poetry, there has been practically no accumulation of what is "good."

Dr. Mc Phee, a former market researcher and now sociology lecturer at Columbia, shared some of his findings last week with the American Marketing Assn. New York chapter. In tv's regular nighttime schedules the researcher found a framework for a study in Darwinian survival that is applicable to a number of social situations. The problem last week was offered an AMA luncheon meeting as one using a simple mathematical "model," a tool coming into greater use for research both by hand and computer.

"For Whom the Ratings Toll" when it is finished will be published by Columbia. Meanwhile Dr. Mc Phee is busy on another question of survival, a project on voting.

Changing hands

ANNOUNCED ▪ *The following sale of station interests was reported last week, subject to FCC approval:*

▪ KTHT Houston, Tex.: Sold by Texas Radio Corp. to Winston-Salem Broadcasting Co. for $1.5 million. Winston-Salem company owns WTOB-AM-TV Winston-Salem, N. C.; WSGN Birmingham, Ala.; 50% of WBMG-TV Birmingham, Ala., and 80% of WAPA-TV San Juan, P. R. Principals of Winston-Salem Broadcasting are James W. Coan, president, and John G. Johnson, chairman, KTHT operates on 790 kc with 5 kw. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 90).

▪ KDAL-AM-TV Duluth, Minn.: Sold by Red River Broadcasting Co. to WGN Inc. (*Chicago Tribune* — WGN-AM-TV) for $3.3 million. Sellers include the estate of Dalton LeMasurier, 77.7%; Odin S. Ramsland, 11.1%, and Robert A. Dettman, 11.1%. Contract includes agreement not to compete, including subscription tv, for five years within 75 miles of Duluth. WGN Inc. has common ownership of WPIX (TV) New York (*New York Daily News*).

▪ WEW St. Louis: Sold by Bruce Barrington to William F. Johns and associates for $450,000. Mr. Johns group owns WWOM New Orleans, KOME Tulsa, WLOD Ft. Lauderdale, Fla., and WMIN Minneapolis-St. Paul. Mr. Barrington retains ownership of WKYB Paducah, Ky.

▪ WFPG Atlantic City: Sold by Jerome

Sill and associates to Daniel and Milton Diener for $262,500 and agreement not to compete within 50 miles for five years. Dieners also own WUST-WJMD (FM) Bethesda, Md.

▪ WEZE Boston: Sold by Charles Sawyer to J. P. Williams for $240,000. Mr. Williams is executive vice president of Sawyer broadcast properties (WIZE Springfield, WCOL Columbus, both Ohio, and WKLO Louisville). Mr. Sawyer was Secretary of Commerce under President Truman.

▪ WNVY Pensacola, Fla.: Sold by group headed by H. W. Holland to Jack Drees and John C. Smith for $215,000. Messrs. Drees and Smith own WKAB Mobile, Ala.

Schulke group talks KTLA (TV), PTP buy

James A. Schulke, vice president in charge of Paramount Television Productions, Paramount Pictures subsidiary whose holdings include KTLA(TV) Los Angeles, may become owner of PTP and KTLA if negotiations now in progress work out satisfactorily.

Announcing his resignation as of Jan. 1 to "free myself of a conflict of interests," Mr. Schulke expressed confidence that the plan will work out and that the syndicate he heads will acquire the block of Hollywood property with its sound stages, whose value he put at "several million dollars." With PTP's syndication division, KTLA's broadcast operations, which he noted had lifted the station from seventh to fourth place in the seven-station city since he assumed management of the station in the spring of 1958, and the newly installed vtr operation (BROADCASTING, Aug. 29), he put the overall value of the business in the neighborhood of $10 million.

His negotiations with Paul Raibourn, vice president of the parent Paramount firm, are progressing well, Mr. Schulke said, but he declined to say whether the $10 million figure had been either asked or offered. He also declined to reveal the name of the other members of his syndicate at this time.

Vtr Advocate ▪ An ardent advocate of the video tape method of recording tv programs, Mr. Schulke has equipped PTP's Stage 6 as the "largest vtr studio in the world" and, he asserts, the best equipped. With the Tv-ola, developed at PTP as a frame-by-frame editing device, the last stumbling block has been removed from tv tape's path and he predicts a prosperous future for PTP based on this operation alone.

"With only 20% of tv film production shifted to tape, we'd be filled to capacity," he said. He also pointed out that in producing tv's first video taped western series, *The Wrangler*, last summer, PTP had proved that tv taping is practical outdoors as well as within the studio walls.

Mr. Schulke is a graduate of the Harvard Graduate School of Business Administration. He worked as an account executive for Young & Rubicam in New York and was representative in that city of James Saphier and George Rosenberg, Hollywood talent agents, before joining Paramount in December 1957 as vice president and general manager of Paramount Sunset Corp., operator of the studios. The following spring he took over management of KTLA and PTP's live tv facilities in addition to the filming at PSC.

Intermountain Network stations join ABC Radio

Eight radio stations covering key Rocky Mountain area markets become basic affiliates of ABC Radio on Jan. 1, 1961. The addition of these stations (which make up the Intermountain Network) will bring ABC Radio's basic lineup to 334 affiliates.

Stations are KCOL Fort Collins and KEXO Grand Junction, both Colorado; KGEM Boise and KWIK Pocatello, both Idaho; KMON Great Falls, KPOR Butte and KMBY Billings, all Montana, and KSVC Richfield, Utah. Currently the stations have been available on an optional basis to ABC Radio advertisers. According to Robert R. Pauley, vice president in charge of ABC Radio, and George Hatch, board chairman, Intermountain Network, the addition of the eight outlets will represent an 85.6% coverage for ABC Radio of all radio homes in the Intermountain states.

Mr. Hatch noted the basic affiliation was decided upon after a study of network operations was made at a Denver meeting of Intermountain Network and its associated broadcasters.

Also becoming an ABC Radio affiliate is WAME Miami, Fla., effective Dec. 19. The 5 kw outlet operates on 1260 kc.

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

STATIONS FOR SALE

EAST

Radio man with years of experience has $50,000.00 or over to invest in 20%-30% of profitable radio property. Will come in and manage operations. Northeastern section of United States, preferably in New England.

WASHINGTON D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Midwest suburban daytimer adjacent to one of the largest markets in the country. Station priced at $185,000-.00 with 29% down and good terms on the balance. Cash flow will run at least $35,000.00 this year. This is a good property for an owner-operator.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHWEST

This fulltimer in first 30 markets is making money and with power increasing can make more. Located in South. Price $375,000.00 with low down, long payout. *This is a Hamilton-Landis exclusive listing.*

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

WEST

Rocky Mountain fulltime radio station with good power and excellent frequency. Grossing approximately $15,000.00 monthly and netting at least one third that amount. Total price is $250,000.00 on terms.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

Broadcasters get L. A. baseball franchise

The role of broadcast ownership in major league baseball was expanded last week as a new American League franchise was granted in Los Angeles.

Gene Autry (second from left) and Robert O. Reynolds (left), respective board chairman and president of Golden West Broadcasters (KMPC Los Angeles, KSFO San Francisco, KVI Seattle), hold similar titles with the new Golden West Baseball Co., holder of the franchise.

Messrs. Autry and Reynolds are majority stockholders in the ball club. Minority interests are held by Kenyon Brown (10%), also a radio station owner, and Paul O'Bryan (right) (5%), secretary-treasurer and general counsel for the team. Mr. O'Bryan is a partner in the communications law firm of Dow, Lohnes & Albertson. Mr. Brown's holdings include KSON San Diego and KITO San Bernardino, both Calif., among others (see WEEKS HEADLINERS). Mr. Autry also owns KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson among his many interests.

Messrs. Brown and O'Bryan were associated with John E. Fetzer in ownership of the Detroit Tigers of the American League. Mr. Fetzer is the principal owner (66⅔%) and top officer in the Detroit club.

The principals in the Los Angeles team will sell the balance of the stock to prominent Los Angeles residents. The new club will be known as the Angels, name of the city's team in the Pacific Coast League before the National League Dodgers moved to the city two years ago. Play-by-play reports of Angels games will be broadcast on radio, keyed from KMPC, it was indicated, with likelihood that a regional hookup will be formed similar to that carrying Dodgers' games.

There will also be "an extremely limited" number of televised Angels' games in 1961, Mr. Reynolds told a news conference Thursday, including some of the team's home games. This would be a reversal of the policy of the Dodgers, which permit only 11 play-by-play telecasts a season, all away games.

WWDC pushes nationwide campaign on D. C. vote

Ben Strouse, president of WWDC Washington, has supplied editorials with background to station managers of stations that editorialize throughout the nation urging them to support the constitutional amendment now being ratified to allow residents of the District of Columbia to vote for President and Vice President.

The 60-second editorials describe briefly the "oversight" of the United States' founding fathers in disfranchising the citizens of the District, pointing out that they pay taxes and serve the military just as any other citizens. They conclude by urging members of the state legislature to ratify the amendment giving the vote to the District.

RKO's sales group won't replace reps

RKO General has created its own national sales organization. It will work with national station representatives to provide closer liaison with company outlets and to further the development of national sales by direct relationships with agencies and advertisers, Hathaway Watson, vice president in charge of broadcasting for RKO General, announced last week.

Robert J. McNamara has been named director of sales plans for the new unit, which will make its headquarters in New York. He will function as director and coordinator. Mr. McNamara has been on the executive staff of RKO General for the past three years and earlier had been an account executive with Peters, Griffin & Woodward Inc., national representatives. Robert Wilke, who joined RKO General's headquarters staff six months ago, has been named director of corporate sales relations for RKO General. He will be responsible for overall corporate relations between RKO and the agencies and advertisers who use the several RKO outlets.

Mr. Watson also confirmed the appointment of sales managers who will be associated with the RKO General stations throughout the country. Each will represent the individual radio and tv stations and be responsible for national sales, reporting to the manager of his station. The list of national sales managers includes: Paul Martin, KHJ Los Angeles; Richard Jacobson, KHJ-TV Los Angeles; Proctor Jones, WNAC Boston and the Yankee Network; James Gates, WNAC-TV Boston; Sidney Allen, CKLW-AM-TV Windsor, Ont.-Detroit; Herbert Clarke, KFRC San Francisco; Gordon Lawhead, WHBO-AM-TV Memphis; and Perry Ury, WGMS Washington.

A company spokesman stressed that the new organization was set up to work with national representatives and not to replace them, and said there was no plan at present to discontinue its national representative affiliations.

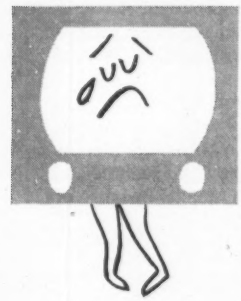
Tv sells men's products

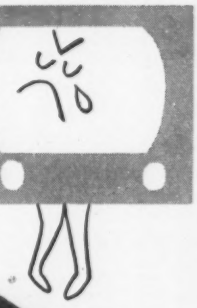
Television is "ideal" to sell men's products because of its ability to reach the market and because of its "intrusiveness," Norman E. Cash, president of the Television Bureau of Advertising told the joint annual convention of the Cigar Mfrs. Assn. and the Cigar Institute of America in a speech scheduled for last Saturday (Dec. 10) in Atlantic City, N. J.

He stated that in 1960 the cigar industry is spending about $16 million in television, representing 75% of its total budget, while in 1958 the industry allocated only $3.4 million to the medium.

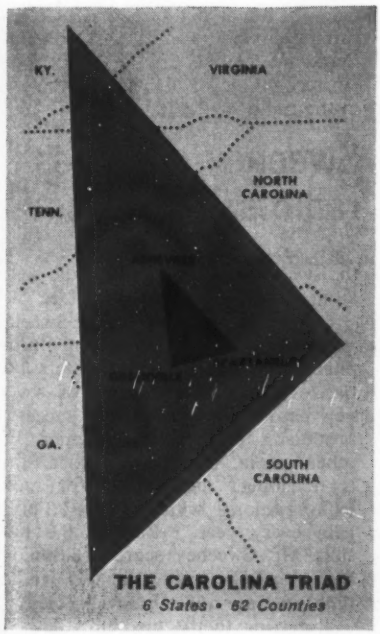
21.4% MORE HOMES THAN STATION B*

108.6% MORE HOMES THAN STATION C*





WLOS-TV IS FIRST CHOICE OF THE CAROLINA TRIAD!



In the rich, six-state Carolina Triad, WLOS-TV takes top honors! It is the most watched station all day, all night, all week — with an average of 34,000 homes delivered every quarter hour*. So if you want to sell the Carolina Triad, put your message on WLOS-TV, with the South's highest antenna. Ask your PGW Colonel for details.

*March ARB

WLOS-TV abc

Serving

GREENVILLE — ASHEVILLE — SPARTANBURG

A Wometco Enterprise

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

WOMETCO ENTERPRISES INC.

CBS will open news bureau in Africa

CBS News announced last week it will open its first bureau in central Africa shortly after the first of the year. Correspondent Blaine Littell, now stationed in New York, and cameraman Jean Reitberger, from the Paris bureau, have been assigned to the new post in Nairobi, Kenya. Their transfers have set off a chain of reassignments at CBS News, where a number of new editorial positions and other vacancies have been filled.

Other CBS News correspondents who will make shifts next month are: Lou Cioffi, from Paris to Washington, D.C.; George Herman, Washington Bureau, who will trade positions with Robert Pierpont, White House correspondent; Malcolm R. Johnson, named to new post of editor-in-chief of the Washington bureau; David Dary, frequent contributor to CBS news in Texas, to Washington staff reporter; Frank Kearns, from Cairo to New York, and Ernest Leiser, producer-correspondent for the *Eyewitness to History* series, to new post of roving U.S. correspondent.

Other changes in New York: Daniel Bloom, producer of *The World Today,* to new position of managing editor, radio news; John Merriman, from news editor to producer of *World Today;* news writers Marian Glick and Hal Haley, to news editors; John Patterson, former CBS Foundation news fellow at Columbia U. (1957-58), who has been assistant news director of WDBJ Roanoke, Va., to news writer; Robert Evans, formerly news director of WMCA New York, to New York as news writer; Harry Arouh, formerly news director of KTHV (TV) Little Rock, Ark., to New York as reporter-assignment editor, and Philip Scheffler, from general assignment news man to *Eyewitness to History* series on a full-time basis.

State group recommends Nebraska etv network

A state-ordered study in Nebraska has recommended the establishment of a statewide educational tv network of five vhf stations and one uhf at an estimated cost of $6,752,877 and a yearly operating cost of $659,322.

The survey was ordered by the state legislative council's committee on education and carried out by a group under John C. Schwarzwalder, survey director, over a seven-month period.

The study estimates the six stations, each at maximum power and each with a 1,000-foot antenna, would cover 92% of the state population with a Grade B or better signal. The plan, involving some reallocations, shifts and drop-ins, recommends stations at Chanute (ch. 16), Garden City (ch. 3), Grainfield (ch. 4), Hutchinson (ch. 8), Lincoln (ch. 9) and Topeka (ch. 11).

It recommended establishment of the Nebraska Educational Tv Authority, immediate application to the FCC for the channels and application to the state legislature for funds.

The fund also would provide for eight program production centers, a total of 41 microwave relay hops in 14 station connections and subsequent addition of other uhf outlets, if needed.

No place to bargain

Network negotiators who are putting the finishing touches to a contract with the Screen Actors Guild and the American Federation of Television & Radio Artists (see story beginning page 29) last week ran into a roadblock in another negotiation before it began.

The networks were to begin bargaining with the National Assn. of Broadcast Employes & Technicians Jan. 9 in New Orleans. Because of the integration dispute NABET cancelled its reservations in a New Orleans hotel. Network officials declined comment, but it was understood the talks would be shifted to another city.

The NABET contract expires Jan. 31.

Tv's social role

Group communication is dependent first on the power of individual communication and television is "the greatest force for group communication in the history of mankind," Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, said Dec. 2 at a fund-raising dinner of the Wichita (Kan.) Institute of Logopedics. Mr. Goldenson, trustee of the speech therapy center, cited the institute's scientific progress in speech rehabilitation and said "we cannot afford to ignore" potential assets to the nation of some three million Americans suffering from speech handicaps. As "chaos results" when one tube fails in a tv studio, he said, human communication fails when "nerve pathways are blocked."

KNOX-TV joins ABC-TV

Community Television Corp.'s KNOX-TV Grand Forks, N.D., ch. 10 has become a primary affiliate of ABC-TV, it was jointly announced last week by Robert Coe, ABC-TV director of station relations, and Robert Lukkason, KNOX-TV general manager. KCND-TV Pembina, N.D., ch. 12 will be a satellite station of KNOX-TV. Primary ABC-TV affiliates now number 114.

RAB income expected to hit $1.4 million

Radio Advertising Bureau's annual income is expected to reach $1.4 million by the end of 1961, according to RAB President Kevin Sweeney. He made this report last Wednesday (Dec. 7) in New York to a joint board of directors and membership meeting which also elected Frank P. Fogarty, vice president and general manager of WOW Omaha, as RAB's new board chairman (for complete lists of elections, see FATES & FORTUNES, page 86).

In other developments, Mr. Sweeney reported that a total of 1,600 retail stores are now being "bombarded" by radio stations in what he described as the biggest pre-selling "softening-up" effort ever put behind a retail research project. This is in anticipation of the release of Report No. 1 on RAB's major study of radio as a medium for department stores—The Department Store Challenge (conducted at The Higbee Co., Cleveland). Mr. Sweeney predicted that $50 million a year could be added to radio's revenue total as a direct result of the Cleveland test program.

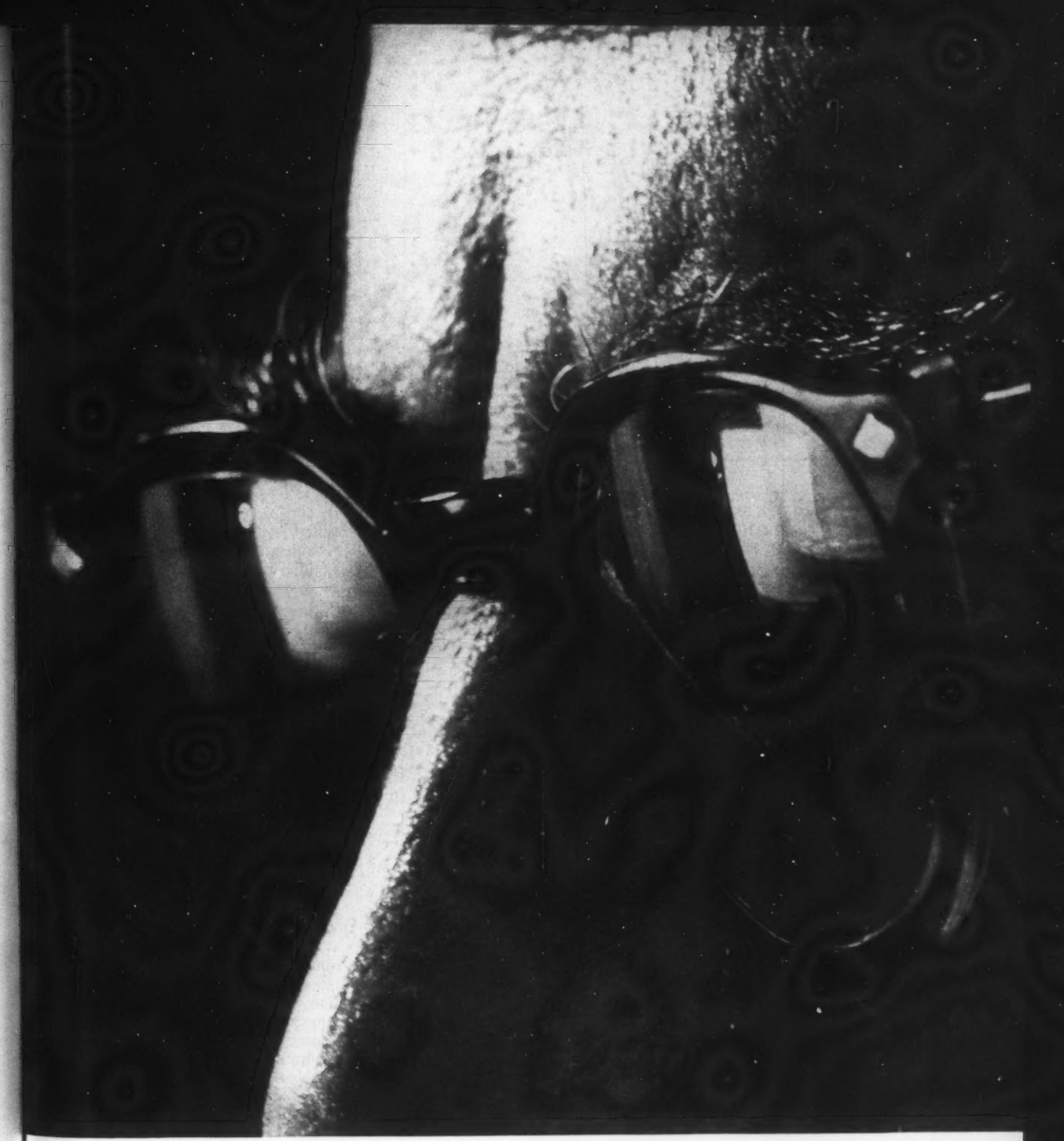
RAB made two member citations at the meeting. Retiring chairman Allen M. Woodall, WDAK Columbus, Ga., was presented with a citation "lauding his contributions to RAB management during his two-year tenure as chairman." A special memorial citation was made in honor of the late Alex Keese, former director of WFAA Dallas, and long-time member of the RAB board, "in recognition of his years of devotion to the radio industry."

Sweeney criticizes radio sales methods

Arizona Broadcasters Assn. heard the sweet-and-sour sides of radio selling at its meeting in Scottsdale Dec. 2.

On the one hand, Kevin B. Sweeney, president of Radio Advertising Bureau, offered the western broadcasters positive evidence in the form of several new case histories of radio's success in producing sales results greater than other media. He charged that "there is no longer any excuse for radio's inching along with a 5-10% billing gain every year." But on the harsh side, Mr. Sweeney scored station selling approaches and the negative attitude of some advertising agencies.

Referring to the medium's new suc-



More people watched KDKA-TV than all other Pittsburgh TV stations combined for convention, debate and election return coverage!

ARB COINCIDENTAL RATINGS

STATION	DEMOCRATIC CONVENTION JULY 11-13 8-11 P. M.	REPUBLICAN CONVENTION JULY 25 8-11 P. M.	DEBATE OCT. 7 7:30-8:30 P. M.	ELECTION NIGHT NOV. 8 9-11 P. M.
KDKA	18.9	15.0	27.3	40.0
STA. A	2.8	1.5	7.2	6.0
STA. B	7.8	6.8	15.0	23.0

KDKA 2 TV
PITTSBURGH

Represented by Television Advertising Representatives, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE WBC STATION — KDKA-TV PITTSBURGH

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Special Holiday Rates

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$7.00

EACH ADDITIONAL GIFT—$6.00

Please send 52 issues of BROADCASTING as my gift to:

1 **$7.00**

name — title/position
company name
street & number
city — zone — state
occupation required
Sign gift card

2 **$13.00**

name — title/position
company name
street & number
city — zone — state
occupation required
Sign gift card

3 **$19.00**

name — title/position
company name
street & number
city — zone — state
occupation required
Sign gift card

4 **$25.00**

name — title/position
company name
street & number
city — zone — state
occupation required
Sign gift card

additional subscriptions may be listed separately at $5.00

all orders will be checked, in the event of duplication you will be notified immediately

MAIL TODAY!

☐ I enclose $ ☐ please bill

name
street & number
city — zone — state

● **BROADCASTING** Subscription Department • 1735 DeSales St., Washington 6, D. C.

cess stories, the RAB executive said:

"Given even moderate skill in selection of stations and time periods, given slightly above average copy, given only reasonable attention to the special needs of translating radio's unseen message into point-of-purchase reminders, radio can produce sales equivalent to those produced by any other medium for virtually any product. But many of these skills will have to be given to the nation's largest agencies—they don't have them now and apparently have no interest in acquiring them, regardless of what promises their acquisition holds for their client."

Urban Roadblocks ▪ Mr. Sweeney said that in the larger cities there are two roadblocks standing in the way of converting radio sales-making abilities into immediate dollar volume gains of 20-25% annually for stations. "One is our bad habits in selling," he asserted, and the other is the "quietly relentless opposition of an all too substantial number of advertising agencies to radio."

As an example of radio's own failings in selling strategy, Mr. Sweeney said—"It is symptomatic of our problems that there is as much and sometimes more interest from some stations in the radio versus radio facts coming out of [the Department Store Challenge] this the largest retail advertising research project in history than there is in the radio versus newspaper data which is the core of the research. This industry is already preparing to bicker over money we don't have yet and may never have if we don't mend our selling practices."

Media reports...

WFBM-FM goes fulltime ▪ Dec. 1 WFBM-FM Indianapolis became a 24-hour operation. The 52-kw station had marked its first anniversary on the air four days before. The new 1 a.m.-6 a.m. portion of the broadcast day will feature variety in music and service, according to Manager Shirl Evans. Each hour of music will be a separate "program" with its own title. The station will continue to feature news headlines every 20 minutes between 6 and 9 a.m.

KAVL to MBS ▪ KAVL Lancaster, Calif., has been selected by Mutual Broadcasting System as its local affiliate. The contract will provide the station with much fuller news coverage and expanded sports programming, Manager Herbert L. Comstock announced. Mutual news and other network services began on KAVL Dec. 2.

Election ordered ▪ The National Labor Relations Board has ordered an election in which employes of KPOJ, KGW and KXL, all Portland, Ore., will vote for AFTRA, International Brotherhood

Four shovels

Their honors, the mayors of four cities, lent civic rank to the ground-breaking ceremonies of KCMC-TV Texarkana, Tex. The occasion marked the beginning of the construction of the station's new 1,553-ft. tower. The new $500,000 transmitter plant and tower are so situated as to deliver city-grade coverage to Shreveport, La., as well as expanding general coverage of the station in every direction, and it is expected to begin operation in early 1961, according to General Manager Walter M. Windsor. The four mayors on hand to turn the soil were from Texarkana, Tex., Shreveport, Bossier City, La., and Texarkana, Ark.

of Electrical Workers or for neither. Involved are employes who appear regularly or frequently before the microphone. Earlier NLRB had ruled that disc jockeys at Portland stations perform tasks that require little technical knowledge (BROADCASTING, Nov. 26).

Confab ▪ Officials of Thomas G. Tinsley Jr. Stations and Select Station Representatives conferred in a yearend management meeting in Baltimore Dec. 3-4. Plans were laid for improving the stations' over-all sales effort through tightening up coordination between national representatives and local sales and merchandising staffs.

KBS adds 11 ▪ Keystone Broadcasting System has signed 11 stations for its transcription network service, it was announced last week. New affiliates are KGUC Gunnison, Colo.; WFRX West Frankfort, Ill.; WOWI New Albany, Ind.; WHOU Houlton, Me.; WHHT Lucedale, Miss.; WBAZ Kingston and WREM Remsen, both New York; KQDY Minot, N. D.; WWSR St. Albans, Vt.; WMEK Chase City, Va., and KYCN Wheatland, Wyo.

Daytime games ▪ ABC-TV has scheduled two new audience participation shows on its daytime schedule beginning next month. *Camouflage,* produced by Jerry Hammer Assoc. in association with ABC-TV *Number, Please,* a Mark Goodson-Bill Todman Production.

Full time on L.I. ▪ WGLI-AM-FM Babylon, N. Y., will commence today (Dec. 12) regular 24-hour programming. The new midnight to 6 a.m. period will be filled with a program titled *Moondial,* with former news director Bob James as host.

The winner ▪ ABC received an award from the American Assn. for the United Nations Nov. 21 for outstanding coverage of the 15th session of the UN General Assembly. The award, first one of its kind, was presented at the association's second biennial convention luncheon in the Hotel Roosevelt, New York.

Prizewinner ▪ KRDO-AM-TV Pueblo-Colorado Springs has been designated "Station of the Year" for its news coverage by the Colorado Associated Press Broadcasters Assn. and other Colorado broadcasters. A plaque was awarded to KRDO at the association's meeting Oct. 23. KRDO's augmented news coverage has followed not only the familiar pattern of on-the-spot broadcasts but has also provided in-depth reports of local and regional stories and issues, it was cited.

KYW-AM-TV moves into new studio facilities

KYW-AM-TV Cleveland has moved into a completely remodeled 7-story building at 1403 East Sixth St., bordering the city's civil Mall area. KYW-AM-TV occupies 45,000 square feet on the first three floors, which were remodeled under the supervision of the station's chief engineer, Sidney V. Stadig.

Two large television studios—38′ by 70′ and 28′ by 70′—are located on the ground floor, along with other functions related to television.

Television offices are on the second floor, while the entire radio operation, including studios and offices, is on the third. In addition, KYW's new home contains a basement auditorium seating 100 people.

Tower: debates a fixture

Radio-tv debates between Presidential candidates are here to stay, according to Charles H. Tower, NAB tv vice president.

Addressing the Washington Kiwanis Club Dec. 8 he said he felt President-elect Kennedy would welcome a continuation of on-the-air discussions between candidates if he runs again in 1964. He recalled the President-elect has given the debates great credit for his election.

"When the time comes, neither the White House nor broadcasters will decide whether the radio-tv debates will continue," Mr. Tower said. "The decision will rest, as indeed it should, with the American people. The electronic wonder of broadcasting has brought American politics back to the people. Many of the virtues of the town meeting have been restored through radio and television. The debates have restored a more rigorous dimension to the discussion of issues by candidates."

The New Joe O'Brien Show
6-10 am
every morning
Monday through Saturday
wmca 570 kc
the straus broadcasting group

New FCC target: station trafficking

AGENCY WANTS OWNERS TO HOLD STATIONS AT LEAST THREE YEARS

The FCC last week acted to put a brake on trading in television and radio stations. It announced rulemaking that is intended to discourage licensees from selling stations in less than three years after they acquire them.

The commission invited comments by Jan. 16 on the proposal which would require automatic hearings in most instances when sale approval is sought by a licensee who has owned the station for less than the magic three years. Two commissioners—Rosel H. Hyde and T. A. M. Craven—issued strong dissents while a third—Commissioner Robert T. Bartley—in even stronger language said that the commission did not go far enough.

Exempted from the hearing requirement would be (1) translator stations, (2) pro forma assignments or transfers, (3) sales due to inadequacy of operating funds, death or disability of station principals ". . . or to other changed circumstance affecting the licensee or permittee occurring subsequent to the acquisition of the license or permit." Unless the seller could ". . . make an affirmative showing, based on probative evidence . . ." the hearing would be automatic if the station had been owned by the seller for less than three years.

In announcing the rulemaking, the commission said that a survey of 318 applications acted upon between January and October of this year showed that 67 of the stations sold had been owned for less than one year and an additional 129 for less than three years. In 50% of the cases where the station was owned less than three years, the seller made a "substantial" profit in the sale, the commission stated. The order further pointed out that an average of 555 transfer applications have been filed annually for the past three years with a 1958 breakdown showing: 47% of the stations owned by the seller over three years; 35% between one and three years; 11% between 6 and 12 months, and 7% less than six months. Of sellers holding stations less than three years, 53% had bought their properties while 47% secured them through original grants, the commission said.

Implied Promise ▪ "Each application for acquisition of a construction permit or a license for a broadcast facility whether by initial grant or through purchase includes an implied (if not expressed) representation to the commission that the applicant intends to operate the station involved for the full period authorized by the license," the commission stated. Many of the problems inherent in station sales could be solved if the buyer is required to operate his acquired property for a minimum of three years, the commission continued.

Issues for the hearings to be scheduled under the proposed rule would be designated on a case-by-case basis. Red flags as far as the commission is concerned would be (1) excessive price and (2) previous transactions by assignor or assignee.

Hyde, Craven Dissent ▪ In a dissent-

First short-term renewals issued to five Eaton stations

Under its newly-vested authority to issue licenses for less than the normal three years, the FCC last week flexed its muscles in that area for the first time.

By a 4-3 vote, the commission refused to renew the licenses of five stations out of the multiple station properties owned by Richard Eaton for the normal three-year period and instead gave the broadcaster a mandate to continue operating the five outlets involved for only 15 months. Commissioners Rosel H. Hyde and Charles King issued strong dissenting statements while Commissioner T. A. M. Craven also dissented.

Congress enacted legislation last summer enabling the FCC to mete out short term licenses. The commission, then, in September issued its own rules on the subject, effective Nov. 7 (BROADCASTING, Oct. 3). Commissioners Hyde and Craven also dissented to the new rule then.

At issue in last week's action was Mr. Eaton's alleged lack of personal supervision of his stations. It had been charged that he had not given his close, personal attention to the five properties—WANT Richmond, Va.; WFAN (FM) Washington; WINX Rockville, Md.; WSID Baltimore, Md.; and WMUR-TV Manchester, N. H. Mr. Eaton owns 100% of WINX, WFAN and WMUR-TV; 98% of WANT and 97% of WSID, the FCC said.

In answering the commission's charge, Mr. Eaton had promised to devote more time to personal supervision of the stations in the future.

Review Promised ▪ In granting the short renewals—good until March 1, 1962 — the commission majority stated: "This procedure will permit the commission to review operations as they exist one year hence, by which time the licensee will have had sufficient time to demonstrate the results of his proposed personal supervision and controls over his stations."

All three of the dissenters felt the licenses should have been renewed for the full three-year period. Commissioner King charged the FCC majority is getting into a management area over which it has no jurisdiction. He stated:

"Mr. Eaton's obligation is to operate his stations in the public interest. What the FCC appears to be interested in are the management techniques by which he will fulfill this obligation. In my opinion, this should be no concern of the commission."

Hyde View ▪ Commissioner Hyde dissented to the FCC's authority to issue short licenses on the ground such action would be discriminatory and he repeated this statement in dissenting again last week. He said it would place stations at an unfair advantage by forcing them to compete without a full license period.

He also objected to the short licenses granted Mr. Eaton because, Commissioner Hyde said, it has implications of a probationary period. The FCC's promise to check Mr. Eaton's operations in a year has undesirable implications, he said, and is wrong in principle. "I think they [licensees] ought to be either in or out," Commissioner Hyde concluded.

Just about a month ago Mr. Eaton sold two station properties (WTID Newport News, Va., and WARK-AM-FM Hagerstown, Md.) and bought two (WFAB South Miami, Fla., and WBNX New York), all approved by the FCC at the same time (BROADCASTING, Nov. 7). The two new acquisitions and Mr. Eaton's other station interests were not involved in the Commission's renewal action last week. The other stations include WJMO Cleveland Heights, Ohio, WCUY Cleveland and WOOK Washington, D. C.

You can't budget for your share of the cost of government in the electric light and power business.

That's because nobody can tell you exactly what your part of the bill is.

More than $5,000,000,000 in taxpayers' money has gone into federal government power projects. Proponents of the projects now say that billions more should be spent—much of it to come from taxes, too.

But there isn't, and has never been, a named "government power tax" to show a single individual taxpayer how much of the bill he pays.

Is it any wonder that this handling of the taxpayer's money slips by almost unnoticed? That $5,000,000,000 went yesterday, and around $10,000,000,000 more has been proposed, without even a big-scale national discussion of the whole picture?

THE REASON WHY such an enormous tax burden is virtually overlooked is that federal power spending has been traditionally disguised. It is often called "incidental" to such government activities as flood-control, irrigation and navigation. *But billions are mighty big "incidentals"!*

AND THERE IS NO NEED FOR SUCH SPENDING

Government doesn't have to spend billions of future taxes for America to have all the electric power it will need. The hundreds of independent electric companies are able and ready to supply this power. To build the plants. To finance them through investors. *And produce taxes as well!*

GET THE STORY IN A NEW FREE BOOKLET

This booklet is published specially for those interested in local community affairs. It discusses the effect that increased federal "public power" spending could have on communities—taking money you might prefer to see spent locally on schools, libraries, hospitals, parks and other essentials. To get your copy, please send coupon below.

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Room 1124-U
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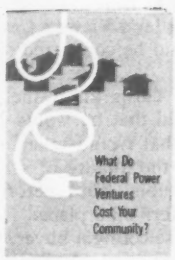
Please send me, without charge, the material checked below:

☐ "What Do Federal Power Ventures Cost Your Community?"

☐ Names of companies that sponsor this message



Name _____ (Please print)

Address _____

City _____ Zone ____ State _____

ing statement to which Commissioner Craven concurred, Commissioner Hyde charged that the rulemaking "invokes an artificial and arbitrary time measure. . ." for determining whether the public interest would be served by the proposed transfer. The commissioner said that he is in full accord with the purpose behind the rulemaking but that the remedial procedure adopted is in conflict with the Communications Act.

He expressed the fear the rulemaking would have the "detrimental effect of discouraging capital investments in the very broadcast facilities that most need improvement in the public interest." Commissioner Hyde said that the Communications Act does not make "the slightest suggestion that Congress intended to read into or superimpose upon the definition of public interest a mandatory minimum holding period."

Also, he stated, for the majority to rule that there is an implied promise in each application ". . .tortures the meaning of Sec. 307 (d) and ignores business realities deriving from congressional sanctions in Sec. 310 (b) permitting transfers and assignments." Commissioner Hyde said that stations are acquired with the knowledge of their transferability and no such representation by the majority "is warranted or permissible." He continued:

"It is clearly the commission's responsibility . . . to so conduct its affairs as to identify and reject applicants who seek to acquire facilities solely for speculation. But this meritorious objective should not be pursued through rules premised upon bootstrap logic. . . . It would be a serious error for the commision to adopt a rule that would tend to discourage the investment of private venture capital for the purpose of improving station operation and public acceptance."

Commissioner Hyde said that to stamp out trafficking, he would subscribe to a procedural rule designed to evaluate all pertinent factors, with an additional burden of proof on licensees selling stations after short ownership or in other circumstances giving rise to a question of trafficking.

Bartley's Views ▪ Commissioner Bartley said he concurred in the rulemaking notice ". . . because it looks toward *some* curbs on trafficking." However, he said that he would have preferred a rule that would take into consideration ". . . the quality of service rendered to the public both before and after the transfers take place."

In selecting a buyer, the seller usually is concerned primarily with who will pay the most, not who will best operate in the public interest, Commissioner Bartley stated. The proposed transferee should have a greater responsibility than meeting bare minimum qualification requirements, he said. "The question is not whether we should approve a bargain entered into for the convenience of the parties thereto, but whether there is reasonable assurance that the purchaser selected by the licensee has the qualifications and ability to render optimum service to the public."

Commissioner Bartley maintained that the following criteria should be considered in transfers: (1) licensee responsibility, (2) integration of ownership and management, (3) local residence, (4) diversification of control, (5) fostering of competition among stations, (6) participation in community affairs, (7) direct supervision of the station by the licensee, (8) public service responsibility, (9) a continuing awareness of and attention to the needs of the area to be served.

In the past 2½ years, Rep. Oren Harris' Legislative Oversight Subcommittee has been highly critical of the volume of station sales and the alleged FCC "pro forma" approvals. In the summer of 1958, the late Robert McMahon, a subcommittee attorney, did an extensive study of the history of station sales in which he recommended that congressional controls be exerted. The following winter, the Harris subcommittee adopted many of the McMahon findings in an interim report.

FCC altering rules on under 5% holdings

By a 4-3 vote, the FCC last week instituted rulemaking designed to relax somewhat the agency's multiple ownership rules in cases of corporation licensees with 50 or less stockholders. Comments were invited by Jan. 9 on the proposal, which would exempt from multiple ownership rules stockholders with less than 5% of the licensee's stock who are not officers or directors and exercise no control over the licensee.

Under present FCC rules, any ownership, however small, in a licensee with fewer than 50 stockholders is treated as an interest in considering multiple ownership. A holding of 1% or more of the voting stock in licensee corporations with more than 50 stockholders is the present criteria for stockholders in that category.

Two more sign payola decrees

Two more record distributors have signed consent judgments that they will not engage in payola to disc jockeys and other radio and tv station personnel, the Federal Trade Commission announced last week. The newest consent signers, bringing to 88 the number which have taken this route, were Concord Distributing Co., Cleveland, Ohio, and Prestige Records Inc., Bergenfield, N. J.

Prehearing conference in court on Miami ch. 10

A pre-hearing conference has been called for today (Dec. 12) in the U. S. Court of Appeals, Washington, on the Miami ch. 10 case.

All parties were informed last Thursday of the meeting. It will take place before Circuit Judges George T. Washington, E. Barrett Prettyman and John A. Danaher.

Pending before the court is the basic appeal by National Airlines against the FCC's July 14 order. In this order, the FCC revoked its 1957 ch. 10 grant to National Airlines, found all other applicants disqualified except L. B. Wilson. It issued the grant to L. B. Wilson. The commission found that National Airlines and the disqualified applicants had engaged in off-the-record talks with commissioners.

Also before the court is National Airlines' request for a stay of the FCC's order and its challenge to the court on the authority of the FCC to issue a final order in the case; an appeal by North Dade Video Inc., one of the applicants, against the commission findings that it should be disqualified, and an appeal by Elzey Roberts, former St. Louis broadcaster, against the FCC's refusal to permit him to file an application for the disputed channel.

The Miami ch. 10 case was the first of the *ex parte* cases in which the FCC issued a final decision. It authorized L. B. Wilson to construct a ch. 10 station in Miami, but stayed the effectiveness of its revocation order against National Airlines until 15 days after the court decides the request by National for a stay.

No, it isn't too soon, contends rocket society

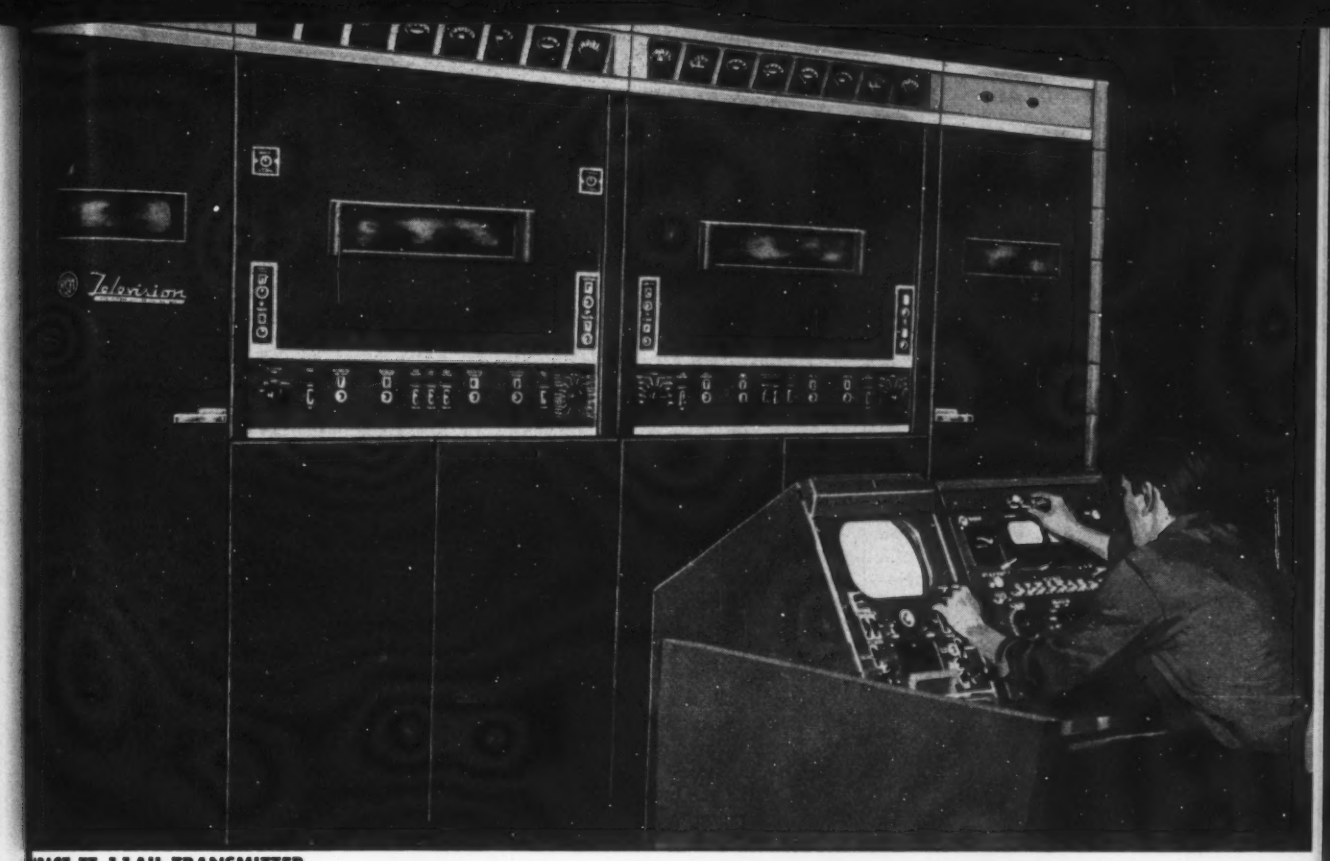
The American Rocket Society wants space frequencies now—and soon.

It challenged the FCC's 1959 ruling that it was too early to decide just where space communications should be allotted in the radio spectrum.

The court should order the commission to take action, the appeal submitted by Washington radio attorney Andrew G. Haley, general counsel of ARS, stated.

Under attack is the FCC's 1959 ruling in the above 890 mc case that there is no need to specify space frequencies now, and an October 1960 supplemental decision reaffirming this stand.

The ARS pleading expressed the fear that if the necessary channels are not made available now for space communications, the "entire spectrum will be turned over for use by commercial concerns which could really rely upon wire communications."



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A HELPING HAND FOR UHF

Steps to boost standing of uhf initiated by FCC; a fear: loss by default to other potential users

While there was no mass feeling that such a move is just around the corner, the FCC last week took some first and tentative steps as a hedge against the possibility of a shift of all television to the uhf band.

No formal vote has been taken or final decision made, but the commission decided to do these things:

- Back an all-out drive for legislation requiring that all tv sets manufactured be able to receive all channels—both uhf and vhf.
- Curtail current plans to drop-in vhf channels in selected major markets, with probably no more than 10 such allocations to be made.
- Encourage operating vhf stations to simulcast on uhf channels in the same city, with a subsequent change in the FCC's duopoly rules.
- Recommend amendments to Sec. 316 which would get the commission out from under stringent "due-process" requirements before its decisions become final.
- Create a "pool" of uhf channels by taking them out of the table of allocations and making them available wherever and whenever needed.

The staff was ordered to prepare documents in line with all these proposals and to present them at a future meeting for further action. This probably will come in about six weeks, it was reported.

A Big If ▪ The key to the whole plan is getting Congress to pass a bill requiring all-channel receivers. Several such bills were before both the House and Senate during the last Congress but none got out of committee. The FCC has supported such legislation for the past two years and bills were introduced last winter at the agency's request.

There is a strong undercurrent of fear that commercial broadcasting will lose the uhf spectrum currently assigned to tv if the space is not put to use in the near future. Already potential users are beginning to snipe at the uhf preserve —not the least of which is space communications—and the commission expects these side attacks to become all-out frontal assaults. Nor, it was pointed out, are the vhf channels safe from these attacks with the government becoming increasingly tougher in talks with the commission.

The commission will be called before the Senate Commerce Committee after the new Congress convenes to testify on allocations. One spokesman said the agency is ready to point out what it has done, what it plans and then say to the senators: "We need your help in carrying out this program." Most at the commission feel that it can go no farther without enabling legislation from Congress.

But, the commission can and will do everything in its power to encourage broadcasters to make use of the uhf spectrum. Every effort will be made to make it as easy and inexpensive as possible for operating vhf stations to simulcast on uhf channels. This drive is motivated by the knowledge that no more vhf space is available and the aforementioned fear of a loss of substantial portions of the uhf preserve.

The Uhf Pool ▪ Commission thinking on the how's and why's of the proposed uhf pool have not crystalized as yet. Essentially, however, the plan is to abolish present uhf allocations and make the channels available when and where needed on an individual basis. In any future shift to uhf, every protection and consideration would be given the present operators of vhf stations, it was pointed out.

And, the commission already has plans for any vacated vhf space—not taken over by the government for the government. Some of the frequencies between chs. 2-13 probably would be assigned to land mobile, point-to-point communications, it was pointed out. Such a move might be made even if a shift of all tv is not made to uhf.

Due to be curtailed under the new commission proposals is the year-old rulemaking to drop-in vhf channels at reduced mileage separations in major markets throughout the country. This rulemaking has been outstanding since January 1960 and there have been several extensions of the deadline for comments. Current deadline is Dec. 30. The plan probably will not be scrapped entirely but actual vhf drop-ins are slated for a drastic cut from original plans. Two cities mentioned as in line for additional vhf channels are Louisville and Birmingham.

The commission feels that it must have some relief from the requirements of Sec. 316 if its plans along current lines can ever crystalize. This will be necessary to remove the excessive delays in finalizing FCC orders while the parties involved appeal to the courts. Sec. 316 provides that the commission, before it can modify a licensee's authorization, must grant a public hearing if requested and places the burden of proof on the agency. Through this section, and subsequent appeals to the courts, the commission order can be effectively stayed for years.

Tv sponsor pressures aired in boxing probe

Racketeers aren't the only ones who have a say-so about which boxers appear in televised bouts, the Senate Antitrust Subcommittee was told last week by Truman K. Gibson Jr., associate of boxing promoter James D. Norris. Sponsors use pressure to get fighters who draw high tv ratings, he said.

The subcommittee is investigating the extent of racketeers' influence in professional boxing. The chairman is Sen. Estes Kefauver (D-Tenn.).

Mr. Gibson said the interstate nature of televised boxing (either broadcast or closed-circuit tv) indicates it should be under federal regulation. He said sponsors of weekly bouts between 1954 and 1957 paid $100,000 weekly for "talent."

He also expressed the belief network telecasting of the bouts has a tendency to discourage "fixes" and other corruption due to sponsor fear of association with such practices.

He agreed during questioning that the "ancillary gate" (broadcast tv, closed-circuit tv, radio, movies) has become much larger than the house gate in major boxing matches. He pointed out that the last Patterson-Johanssen fight had a house gate of $830,000 and an ancillary gate of $2,420,000.

Catv operator protests three booster outlets

A new twist in protests was placed before the FCC last week. A New Mexico community antenna system asked the commission to order ". . . immediate cessation of operation" of three vhf repeaters which, the antenna operator claims, are causing the catv system "extreme interference."

Aztec Community Tv Inc., protested the Nov. 3 grant of three vhf booster stations to Bloomfield Nonprofit Tv Assn. Aztec, which serves 750 subscribers in Aztec and Blanco, both New Mexico, said that during the first day of Bloomfield's operation (Nov. 10) it received complaints from 40 subscribers objecting to the degradation of the catv picture.

The Bloomfield repeaters are located within 500 yards of its off-the-air pickup station, Aztec said, and have caused

severe co-channel, cross modulation and audio interference. No such interference was present before the Bloomfield repeaters went on the air, the catv system told the commission.

Aztec said that its objection was not to possible competition and this does not even enter into the case because Bloomfield cannot and does not put a signal into Aztec. In asking that the grant be set aside and a hearing ordered, the catv operator also maintained that Bloomfield filed illegally on FCC Form 374-A, designed for use by boosters which were on the air at the time Congress authorized their operation.

Judge rules 'piracy' of radio is illegal

An Ohio judge has ruled that piracy of the airwaves is illegal.

Youngstown Common Pleas Judge John W. Ford isued a restraining order Nov. 28 against Hudix Music Inc., Youngstown, and in favor of Ohio Music Corp., Cleveland.

The order prohibits Hudix from using background music originated by Ohio Music.

Ohio Music charged that Hudix adjusted special radio receivers in two Cleveland supermarkets to receive background music programs initiated by Ohio and broadcast to Ohio customers via multiplex over WERE-FM Cleveland. Hudix music service is broadcast from WSOM (FM) Salem, Ohio, but the signal did not apparently reach the two grocery stores in sufficient strength to be usable.

Ohio Music is 75% owned by William O'Neil and 25% by William Lemmon. The company also owns WSKP Miami, Fla.

Hudix is owned by Lee R. Dixon and family, which also owns WSOM.

This is believed to be the second such legal determination involving background music services broadcast by fm stations. The first, in 1957, resulted in a court order prohibiting Tel-A-Tune Music Systems Corp., Elizabeth, N. J., from using the programs of Muzak Corp. broadcast by WBFM-FM New York (BROADCASTING, July 22, 1957). This involved direct broadcasts; the Youngstown case related to multiplex transmissions.

FCC okays pay tv system test

International Telemeter Co. was granted a permit to field test a new subscription tv system it is developing, under a Dec. 8 FCC decision. Testing will be done at a new experimental tv station at Los Angeles, using ch. 5 when KTLA (TV) is not operating.

Telemeter plans to test a low-power transmitter sending mostly scrambled signals that can be picked up in intelligible form only by the experimenter's receivers. Telemeter is a division of Paramount Pictures Corp., owner of Paramount Television Productions Inc., KTLA licensee. FCC waived Sec. 1.355 of the rules to bypass the 30-day waiting period.

Comr. King sneers at FCC Seattle decision

The FCC was accused of "bureaucratic tyranny" by one of its own members last week in a strongly-worded dissent to conditions placed on license renewals granted KING-AM-FM-TV and KIRO-AM-FM-TV, all Seattle.

Commissioner Charles King was the critical commissioner. His dissent, along with those of Commissioners Robert E. Lee and T. A. M. Craven, were caused by an FCC stipulation that the Pacific National Bank of Seattle dispose of a minority trust interest in the KIRO stations. The FCC had raised a duopoly question because Mrs. A. Scott Bullitt, president and majority owner of the KING stations, is a minority stockholder and director of the bank.

Under terms of the license renewals, the bank must dispose of, and so inform the commission, its trust in KIRO within 90 days. Commissioner King had this to say about the condition imposed:

"To impose a condition on renewal such as a majority of my colleagues have seen fit to adopt in this case is, in my opinion, nothing less than bureaucratic tyranny . . . By no stretch of the imagination can it be said that King Broadcasting Co. [KING licensee] directly or indirectly owns, operates or controls [a prerequisite for duopoly interests] Station KIRO . . . This is not interpretation; rather it is distortion to make the rule mean something that it does not say. To me, this is indefensible; the commission has no choice, in my opinion, but to adhere to the plain language of its own rule."

Hearing set on radio-tv part in campaign costs

The five-man House Campaign Expenditures Committee will hold hearings Dec. 15-16 (10 a.m., Room 3174, New House Office Building) on the increasing costs of political campaigns caused by candidates' extensive use of tv and radio.

The House group, headed by Rep. Clifford Davis (D-Tenn.), also will study problems created by the length of time between the national political conventions and election day.

Witnesses have been invited but none have been announced. Other committee members are Reps. Robert E. Jones (D-Ala.), Leo W. O'Brien (D-N.Y.), William C. Cramer (R-Fla.) and Samuel L. Devine (R-Ohio).

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The FCC last week...

▪ Granted a cp for a new television station to operate on ch. 53 in Fresno, Calif., to B. L. Golden, Elbert H. Dean and L. W. Fawns. Fresno was recently deintermixed to an all-uhf market by the FCC through deletion of ch. 12 (KFRE-TV) there. The new grant is for ERP of 25.7 kw visual and 13.8 kw aural with an antenna height of 210 feet.

▪ Invited comments on the advisability of providing spectrum space to accommodate radio-frequency operating devices such as burglar alarms, on petition of Radar Eye Corp., West Newton, and Electro-Security Corp., Webster, both Massachusetts. Among questions to be explored: whether the same function can be performed by other media; whether such devices should be licensed; whether they can be accommodated under existing services or as a new service; where frequencies can be obtained, and whether they should be on an exclusive or shared basis. Deadline for comments is April 3, 1961.

▪ Received comment from KCRS Midland, Tex., on its proposal to amplify the financial reports that all licensees must file (BROADCASTING, Dec. 5 EDITORIAL, Dec. 5). The Texas station held that the additional information the FCC was considering requesting would serve no useful purpose; would be burdensome to broadcasters and would necessitate unwarranted additional expenditures by the FCC. Adoption of the present form was a step forward, KCRS commented, but the amended version as proposed would be ". . . a backward step toward the old, undesirable annual report which the commission has already discarded once."

Further comment came from WCTC-AM-FM New Brunswick, N. J., and WESO Southbridge, Mass., which said the FCC has not publicly presented any justification of the new form in terms of why the additional information is needed. "As taxpayers, we strongly protest the additional time, expense and work for both the commission and stations which will result from yearly compilation of all this additional information." The stations went on to ask: "Is the commission now going to regulate individual station profits and executive salaries? We fail to see where the commission has any right to do this."

▪ Received supplemental petition for review of rulings by Chief Hearing Examiner James D. Cunningham in the network study hearing in Los Angeles last October (BROADCASTING, Oct. 24). Mr. Cunningham refused to permit MCA counsel to participate on the record. Petition was filed by MCA Inc. and MCA Vice President Taft B. Schreiber, who refused to testify or produce records after the ruling Oct. 17. A similar petition was also filed two weeks ago by Dick Fishell & Assoc., who had similarly refused to produce records. The latest MCA pleading said the hearing examiner's order does not explain the basis in statute or in FCC rules for its issuance. It further noted that although Mr. Cunningham's ruling makes reference to the MCA petition, it does not discuss it nor attempt to dispose of the contentions it raises. The Broadcast Bureau last week issued a memorandum in support of Mr. Cunningham's position and in opposition to the MCA and Fishell petitions for review.

▪ Denied petition by Donald H. McDonald, trustee of the permittee of WTVW (TV) Evansville, Ind., for review of an examiner's ruling denying his request to inspect certain confidential reports which had allegedly been used by the counsel for the Broadcast Bureau. WTVW had been ordered to show cause why its license should not be modified to specify operation on ch. 31 instead of its present grant of ch. 7. The commission also denied his request for oral argument.

▪ Extended to Jan. 16, 1961, deadline for reply comments to the proposal of adoption by the FCC of the Kahn compatible single sideband transmission at the request of Westinghouse Broadcasting Co. (for comments see BROADCASTING, Dec. 5). Westinghouse submitted that it had experimented with the CSSB system on its experimental station for some two years and observed tests conducted by Kahn Research Labs and asked the commission for a period of at least 45 days to study comments submitted by Kahn Labs and others.

KWK hearing Jan. 18 if petition is acted on

A hearing into license revocation proceedings against KWK St. Louis has been tentatively set to begin Jan. 18 in that city by FCC Hearing Examiner Forrest McClenning. The new date was set at a pre-hearing conference last Thursday after the original date of Dec. 14 had been postponed at the request of the Broadcast Bureau (BROADCASTING, Dec. 5).

Bearing directly on the new date will be a possible FCC action on KWK's request for a bill of particulars outlining charges against the station (BROADCASTING, Nov. 28). Mr. McClenning said he would not start the hearing as scheduled if the KWK petition still pends before the commission.

The Broadcast Bureau last week opposed the station's request for a breakdown of the charges. The bureau stated the FCC has made clear on a number of occasions that a licensee in a revocation proceeding does not have the right to "discovery of statements in the commission's investigatory files."

No R.S.V.P. on this Yarborough letter

Chairman Ralph W. Yarborough (D-Tex.) of the Senate Watchdog Subcommittee several weeks ago ordered all U.S. broadcasters to report to him within 24 hours the complaints they had received about political broadcasts (BROADCASTING, Oct. 24).

But last week some broadcasters were discovering that Sen. Yarborough has another, Texas hat. The state's tv broadcasters were considering a Yarborough letter they could just ignore—if they dare.

The letter, sent to all Texas television stations, reminded them that "millions of Texans and other Americans" will be watching the "dramatic developments" during the new Kennedy-Johnson democratic administration. It added, "Sen. Yarborough has agreed to take the time" to film news clips every week or two on these happenings for use by state tv outlets. Signed by Bob Bray, Sen. Yarborough's public information assistant, the Nov. 21 letter said care will be taken to keep the film clips on legitimate news subjects and offered to do special assignments for individual television stations.

Texas tv broadcasters were told the minute and two-minute Yarborough film clips are being offered for $4.44 and $5.55 apiece, respectively, to pay for production and handling expenses involved with the Yarborough program.

And the home state tv operators were left to read this closing sentence any way they want to: ". . . Regardless of your decision on the news clips, I hope that you and your news staff will let me know whenever I can be of service."

Salinger still prefers 'press' to 'news' tag

Pierre Salinger, press secretary to President-elect John F. Kennedy, isn't ready to adopt the term "news secretary" despite the fact his job covers radio-tv as well as print media.

In defining his job at a Dec. 7 dinner of the Sigma Delta Chi chapter in Washington, Mr. Salinger said, "The press secretary should be an assistant to both the President and the press." He parried questions dealing with the use of the term news secretary.

But the successor to James C. Hagerty in the key White House news post said presidential conferences with newsmen will be more frequent than has been the case during the Eisenhower administration. He said he leans toward live, televised conferences, but added no final plan has been submitted.

Mr. Salinger said he prefers the give-and-take of the spontaneous news conference to the use of written questions submitted in advance. "The main opponents of televised conferences are newspapermen and people who don't like television," he said, explaining that "television gives the public a chance to see the President answer questions and lets people see news while it happens." He made the observation after a chapter member asked, "Will the only news conferences of cabinet members be the weekend tv panel shows?"

In a guest appearance on WMCA New York Dec. 6, Mr. Salinger said pooling of tv-radio pickups is being considered, with other networks and stations picking the conference from the pool. He doubted if any time limit would be set for conferences but added, "News conferences don't go usefully beyond 30 minutes; there are just so many worthwhile questions that reporters will ask." He said he has spent several hours with Mr. Hagerty whom he described as "cooperative and helpful in showing the facilities and giving information to make it possible for me to carry out my job."

Watchdogs postpone session until after holiday

The Senate Watchdog Subcommittee postponed a meeting scheduled last week until after Christmas because of the absence of one of its three members, Sen. Gale McGee (D-Wyo.), who is on an African tour with two other Democratic senators and Edward (Ted) Kennedy, brother of President-elect John F. Kennedy. The subcommittee, headed by Sen. Ralph W. Yarborough (D-Tex.), is investigating possible broadcaster abuses of handling of political broadcasting under recent amendments to Sec. 315. The third member is Sen. Hugh Scott (R-Pa.).

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Film packages for tv have about had it

COURT DECISION SHOULD SAVE BROADCASTERS MONEY, END "DOGS"

Television stations will be able to buy feature film by the picture—and perhaps save money in the bargain.

This is the way it's supposed to work as soon as a New York federal judge puts out an injunction prohibiting the forced sale of theatrical motion pictures to tv stations in blocks or packages.

The injunction will be issued by U. S. District Judge Archie O. Dawson after the Dept. of Justice files proposed specifications of the decree and, undoubtedly, after lawyers for the six tv film distributors argue over the content.

No date has been set for this action.

In his opinion Judge Dawson found instances of forced, tie-in film sales by the distributor defendants.

The court denied, however, the government's demand that the film distributors be forced to renegotiate current contracts.

If individual tv stations want to collect refunds, the judge stated, they can sue for treble damages in a civil antitrust suit.

The ruling brings to a close a three-year-old antitrust suit which charged violation of Sec. 1 of the Sherman Act. It was instituted in 1957 by the Justice Dept. against the big six of tv feature films—Loew's Inc. (MGM), Associated Artists Productions Inc. (Warner Bros.), C&C Super Corp. (RKO), National Telefilm Assoc. (20th Century-Fox), Screen Gems Inc. (Columbia) and United Artists Corp. (independents).

No Comment ▪ Spokesmen for the film distributors declined to comment on the opinion. They pointed out they are still examining the document, but said consideration is being given to an appeal. It was indicated that a meeting among the attorneys representing the six companies may be held within the next few weeks to decide what legal steps, if any, should be taken.

The opinion, lawyers point out, apparently brings television under the 1948 Paramount consent decree umbrella. The Paramount case, which resulted in the forced divorcement of producers from their owned theatre chains, prohibits the required purchase of motion picture film in groups.

This is considered a significant ruling

Federal tax officials take off their blinders

Federal tax officials are starting to take a realistic look at the practical side of tv film production and exhibition.

The first break in the Internal Revenue Service's traditional approach to the taxing of income from tv films appeared last week in a ruling that affects tv film producers. IRS took notice in its decision that tv film showings have different values at different times.

This recognition of the vagaries of the film production business raised hope that IRS would be equally realistic in deciding a series of cases involving the amortization of tv station film libraries. There was indication at the weekend that a west coast ruling by the IRS regional office in San Francisco would be issued by yearend.

At issue is an appeal by a Seattle tv station from an IRS district decision refusing to recognize the station's claim that the first-run showing of a film should be amortized at 60% of the film's value (BROADCASTING, May 18, 1959).

Similar appeals have been filed by tv stations in Los Angeles, Salt Lake City and Denver, but all three have been laid aside by IRS district or regional offices pending a ruling in the Seattle case.

Tv station auditors found encouragement in last week's national IRS ruling because it recognized after a long study of the film production problem, the "strikingly uneven flow of income" earned by groups of tv film programs within a producer's series.

National Formula ▪ IRS proceeded to draw up a formula having national application to tv film producers. This formula is based on IRS realization that the usefulness of a film series cannot be adequately measured by the passage of time alone, with depreciation necessarily following the flow of income.

Currently the IRS west coast regional office is understood to be studying the national ruling affecting tv film producers before acting on the amortization appeal of the Seattle tv station, particularly the statement by the national office that film showings have different values at different times.

The 1959 San Francisco ruling appealed by the Seattle tv station had held: "Where the contract (movie film lease to a tv station) provides for a limited number of telecasts during a limited period of time, amortization is to be computed by dividing the cost of the package by the number of telecasts permitted under the contract. The cost per telecast, multiplied by the number of telecasts during the taxable year, determines the amount of amortization allowable for that year. Where the contract provides for an unlimited number of telecasts during a limited period of time, amortization is to be computed ratably over the life of the lease."

This ruling meant that if a tv station leased, for example, a group of 500 films from one distributor, with five showings of each film permitted, only 1/2500th of the total lease value could be amortized for each individual showing of a film.

Expensive Concept ▪ Such a concept promised to be costly to tv stations, forcing them to adopt accounting procedures not properly reflecting profit and loss. While only a regional rather than national ruling, it might be adopted nationally unless reversed on appeal inasmuch as IRS regional rulings are often circularized to all regional offices. The regional decision failed to recognize that some film lease contracts specify that if a lessor repossesses a film shown once, it is worth only 40% of the base price.

NAB's legal department, headed by Douglas A. Anello, chief counsel, has been working with station attorneys in the cases.

In the latest ruling covering tv film producers, the IRS national office noted that depreciation formulas of the revenue code (167a,b) are inadequate in most cases when applied to tv film producers because of the uneven flow of income earned by groups of programs within a series. This is due to contract restrictions, methods of distribution

in tv legal history, it was pointed out, since there are other aspects of broadcasting which might be affected by it—such as option time.

Option time, the practice by which networks ensure specific periods of clearance by broadcast stations, has been attacked as akin to block booking by KTTV (TV) Los Angeles. The Los Angeles station has appealed the FCC's finding that option time is "reasonably necessary" for tv networking. The commission made this determination in issuing its new option time rules last September. KTTV asked the U. S. Court of Appeals in Washington to reverse the FCC and rule that option time is illegal (BROADCASTING, Nov. 21).

The immediate result of Judge Dawson's decision, it was felt, would be in substantial savings to tv stations. No longer will they be required to put out hundreds of thousands of dollars for a film library running to several hundred features—including "dogs" (and in one instance, foreign language pictures unusable in the particular market). Tv stations should be able to pick and choose and buy only what they need.

The big fear, however, is that in pricing individual films, distributors may set the cost at so high a level, it will be cheaper for the broadcaster to buy the package.

A major question which will remain unanswered until the decree is issued is:

Does the block booking ban apply to subscription tv?

Another—and potentially explosive question—is:

Will the ban apply to syndicated tv film series?

Most legal minds agree it probably could not be made to apply to regulation series, but might be applied to those which have unrelated parts—such as anthologies.

Private Suits ▪ There is no indication how seriously tv stations may take Judge Dawson's reference to private treble-damage antitrust suits.

One indication was given in a footnote to the court's opinion. It quoted E. K. Jett, WMAR-TV Baltimore, Md.:

"We are not asking for renegotiation. But, if, as a result of this trial, renegotiation should be permitted, then we want to get on the gravy train."

The court found that there are about 9,000 feature films involved in the case, and that the six distributors received "not less" than $110 million in license fees.

Film costs is the major item in programming; it follows salaries in operating costs.

The average station in 1959 spent $195,736 on film, according to FCC records. Thirty-six of the largest stations spent over $500,000 in 1959 on film, the same source disclosed.

Improved Quality ▪ It's conceivable, one wry comment had it, that this move may improve tv programming. This observation was based on the thought that whereas broadcasters who paid amounts up to six-figures for complete packages and felt impelled to run every one of the pictures—stinkers and all—this would not be necessary any longer since the telecaster would not

and program audience appeal, it was noted.

For example, IRS said that if a film series is successful there will be additional income from reruns over a period of years, depending on popularity. On the other hand, an unsuccessful series may produce little or no income after the first exhibition.

IRS explained it this way, "The usefulness of such assets in the taxpayer's trade or business is measurable over the income it produces and cannot be adequately measured by the passage of time alone. Therefore, in order to avoid distortion, depreciation must follow the 'flow of income'."

Some tv film producers use the "cost recovery" method in reporting income, reporting no taxable income until the income from the films exceeds the cost thereof. But IRS asserted this method "is not acceptable for federal income tax purposes."

Fractions ▪ The "income forecast" method is adaptable in computing depreciation of the cost of tv films without producing any serious distortion of income, according to the IRS ruling. It continued, "This method requires the application of a fraction, the numerator of which is the income from the films for the taxable year, and the denominator of which is the forecasted or estimated total income to be derived from the films during their useful life, including estimated income from foreign exhibition or other exploitation of such films.

"The term 'income' for purposes of computing this fraction means income from the films less the expense of distributing the films, not including depreciation. This fraction is multiplied by the cost of films which produced income during the taxable year, after appropriate adjustment for estimated salvage value.

"If the estimated income from the television films should be less than the cost thereof, thus resulting in a loss, the use of the 'income forecast' method for computing depreciation will reflect such loss in the proper taxable years based on the amount of income from the films derived in each taxable year.

"If in subsequent years it is found that the income forecast was substantially overestimated or underestimated by reason of circumstances occurring in such subsequent years, an adjustment of the income forecast for such subsequent years may be made. In such case, the formula for computing depreciation would be as follows: income for the taxable year divided by the revised estimated income (the current year's income and estimated future income), multiplied by the unrecovered depreciable film cost remaining as of the beginning of the taxable year.

"The total forecast or estimated income to be derived from the films should be based on the conditions known to exist at the end of the period for which the return is made. This estimate can be revised upward or downward at the end of subsequent taxable periods based on additional information which became available after the last prior estimate."

Salvage Value ▪ IRS cautioned that tv films must not be depreciated below a reasonable salvage value—the amount which it is estimated will be realizable upon sale or other disposition of such films when they are no longer useful in the taxpayer's business or in the production of his income.

"The time when such films are no longer useful in the taxpayer's business, etc., may vary according to his policy with respect to the use thereof," IRS explained. "If the taxpayer's policy is to dispose of the films after the initial showing, the salvage value may represent a relatively large proportion of the original cost of such films. However, if the taxpaper customarily uses the films after the initial showing for reruns, syndication, foreign exhibition, or other exploitation thereof, the salvage value may represent a relatively small proportion of the original cost. If there is a redetermination of the 'income forecast,' as explained above, salvage value may be redetermined based upon the known facts at the time of such redetermination of the 'income forcast'."

The "income forecast" principle as set forth in the ruling is limited to tv films, taped shows for reproduction and other property of a similar character.

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WSUN 620 KC
TAMPA-ST. PETERSBURG
Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

have to buy—and pay for—film other than those titles he wanted.

It was observed, seriously, that many broadcasters shelved a substantial number of "dogs" that were unfit for broadcasting.

New Procedure ▪ Soon after the government instituted its suit in 1957, most tv film distributors changed their practices and placed a unit price on individual films as well as a volume price on packages.

This is the current practice in the industry, it is understood.

Even so Judge Dawson found that several of the tv film distributors under attack in the antitrust suit continued to block book even after the filing of the Justice Dept. complaint.

Guilty Verdict ▪ The 78-page decision was issued by U. S. District Judge Archie O. Dawson on Dec. 2.

He found that in over 25 instances the defendants had conditioned the sale of their feature films on the acceptance of other film not desired by the tv stations.

This, he said, constitutes a violation of Sec. 1 of the Sherman Act.

Judge Dawson dissented, however, from the government's demand that the defendants be enjoined "from refusing to license feature films to television stations on a picture-by-picture, station-by-station basis."

This language, he said, was too broad.

"The antitrust laws do not require that every owner of a product must be ready to offer such product for sale to anybody interested in purchasing it . . . Nor do the antitrust laws, or the *Paramount* decision, prevent the owner of television films from offering them in groups or blocks. The law simply requires that a person may not condition the sale of one product upon the purchase of another product . . ."

News accounts indicate that post-1948 films are about to be made available to tv, Judge Dawson observed.

He added: "Certainly we would not want the defendants to follow certain of the procedures which they followed with reference to the "pre-1948" films and which are found in this opinion to be violations of the antitrust laws."

Judge Dawson was at his strongest in denying the government's request that the court require the renegotiation of present film contracts.

Such a decree, he stated, would be without legal foundation. "If the television stations are entitled to recoup some money they have adequate remedy for damages in a suit specifically for that purpose," he said.

Earlier in his decision he expressed dismay at the thought that he should order the renegotiation of current contracts.

"This caution on the part of the court has been necessary," he said, in discussing the weight he would give to the evidence of block booking, "because it became obvious during the trial that certain of the witnesses from the television stations were interested in establishing the basis for future suits and their testimony may have been colored by this desire."

He also accused government's senior counsel with seemingly being more interested in establishing the basis for treble damage civil suits by tv stations than in the principle of the case.

Paramount Case ▪ Judge Dawson found that the 1948 Paramount case decision which prohibits block-booking in the motion picture field has applicability to television.

Answering the argument that the motion picture decision which proscribed block booking applied only where monopoly and unfair practices were found, Judge Dawson stated that this was not so.

Bolstering this determination, Judge Dawson alluded to Pape Television Co. v. Associated Artists Productions Inc.

This case, still in litigation, was brought last year by WALA-TV Birmingham against AAP for breach of contract. It also charged block booking. WALA-TV claimed that it had a verbal contract with AAP on a package of cartoons. This group was, however, sold to another Birmingham station.

The WALA-TV case was dismissed by the district court. The Fifth Circuit appeals court returned it on the ground that the lower court must permit testimony to be taken to show whether or not block booking, in fact, took place. In its decision, the appeals court indicated that if block booking was proven,

Look, Ma—no toes!

It apparently isn't easy being a town marshal these days—even when you're Matt Dillon, fast-drawing hero of CBS-TV's *Gunsmoke*. And when the American Medical Assn. gets into the act, you have to wonder if the old tin star is worth it.

Last week Marshal Matt and his holster-slapping colleagues were sharply scolded on the editorial page of the AMA's journal as the causes for "Dodge City Syndrome" (the increase in gunshot wounds of the feet and legs). According to the AMA, the patient-to-be is too slow on the draw and too fast with his trigger finger so that he fires the weapon while it is still pointed at his foot.

The editorial called the problem a major one, blaming the tv gunmen as the influence behind the increase in gun clubs and casualties.

this might be considered a violation *per se*.

Is it "Salesmanship"? ▪ The court emphasized that there was no law forbidding a distributor from offering his films in a group or package form.

"They had a right to license films in blocks or packages and to use arguments to persuade the licensees that it was desirable to purchase the films in blocks or packages rather than individually," Judge Dawson stated.

Illegality would enter, he stressed, if the distributors refused to do business in any way other than by package deals.

Judge Dawson also disposed of a number of other arguments, including the question whether a definite "demand" for individual pictures by a station must have been made, and whether monopoly or control of the product must be proved before a finding that block booking was illegal. In both instances he decided in the negative.

Justice Sues in 1957 ▪ The government's complaints were filed in 1957 against the six leading film for tv distributors.

The trial before Judge Dawson began on March 7 and ran for 36 court days. It resulted in a 6,619 page transcript, with 45 government witnesses and 28 defense witnesses being called.

Leading the government legal forces was Leonard R. Posner of the Dept. of Justice. New York attorney Louis Nizer represented several of the defendants.

Changes in 'Hong Kong' assure Kaiser backing

Forget reports that *Hong Kong*, ABC-TV hour-long Wednesday night series, will be a mid-season casualty.

Henry J. Kaiser and his son Edgar, board chairman and president, respectively, of Kaiser Industries Corp., series sponsor, last week got a first view of *Hong Kong's* new look and expressed themselves as delighted with what they saw. This included a new permanent member of the cast, Mai Tai Sing, who will appear in each weekly episode as the owner of a supper club, "The Golden Dragon," and plans for the increased use of name guest stars, especially popular singers, with music specially written for the series. Rod Taylor will continue to star as an American newsman, with Lloyd Bochner co-starred in the role of the Hong Kong chief police inspector.

The Kaisers and other officials of their company, with representatives of Young & Rubicam, Kaiser agency, and 20th Century-Fox Television, producer of the series, viewed scenes from several forthcoming installments of *Hong Kong* which showed innovations made by Roy Huggins, new studio vice president in charge of tv production, to broaden the scope of the program.

22

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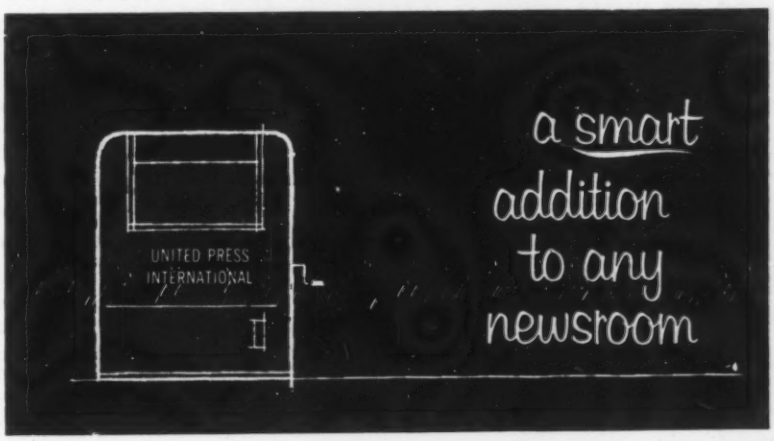


Catv sets agenda for D. C. seminar

FCC Chairman Frederick W. Ford will be the featured speaker at the first community antenna Eastern Regional Management Seminar to be held Jan. 9 at Washington's Statler-Hilton Hotel.

Mr. Ford will discuss the catv situation and prospective FCC moves.

This is the first of a projected series of management seminars, sponsored by the National Community Television Assn. Catv operators from New England and the Middle Atlantic states are expected to attend.

Others on the Washington agenda are Herbert Jacobs, president, Tv Stations Inc., film buying group; Hamilton Shea, WSVA-TV Harrisonburg, Va., and E. Stratford Smith, NCTA counsel.

This will be the first meeting at which NCTA's new president, William Dalton, will preside.

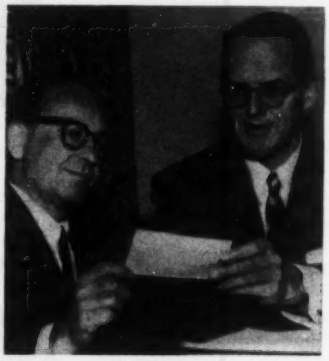
At a Dec. 8 meeting in Washington the NAB Community Antenna Television Committee reviewed the status of litigation involving station property rights in telecast signals. The committee heard a report on 1960 activities covering legislation affecting antenna systems and the impact of catv operations on broadcasters on an industrywide as well as individual basis.

Attending the NAB session were Eugene S. Thomas, KETV (TV) Omaha, Neb., chairman; Leon Brooks, CBS; Thomas C. Bostic, KIMA-TV Yakima, Wash.; William C. Grove, KFBC-TV Cheyenne, Wyo.; C. Howard Lane, KOIN-TV Portland, Ore.; Howard Monderer, NBC; Thad M. Sandstrom, WIBW-TV Topeka, Kans.; Fred Weber, Friendly Group; Clair R. McCollough, Steinman Stations, representing the NAB Policy Committee of which he is chairman. Staff officers participating for NAB were Vincent T. Wasilewski, government affairs vice president; Charles H. Tower, tv vice president; Douglas A. Anello, chief counsel, and Dan W. Shields, assistant tv vice president.

CBS-TV moves 'Witness' out of Thursday anchor

With *The Witness* on the "shaky" list, CBS-TV has announced a Thursday night realignment that takes effect this week (Dec. 15). The new showtimes: 7:30-8 p.m. EST, *The Ann Sothern Show* (moved from 9:30-10); 8-8:30, *Angel* (moved from 9-9:30); 8:30-9, *Dick Powell's Zane Grey Theatre* (same time); 9-10, *The Witness* (moved from 7:30-8:30).

Person to Person at 10 and June Allyson at 10:30 are unaffected for the present, although the former, with only partial sponsorship may face an option-time crisis early in February.



The big switch

Jules Weil (l.), president of Colorama Features Inc., receives a check of more than $500,000 from Hathaway Watson, RKO General vice president, broadcast operations, in payment for 22 post-'48 Pine-Thomas features for use on WOR-TV New York. This package was part of approximately 140 post-'48s bought by WOR-TV from five distributors in separate negotiations conducted by Robert Smith, WOR-TV vice president, programming.

Corinthian plans tv news on Kennedy's first days

Corinthian tv stations plan to package in-depth coverage of the first week of the new administration in Washington next month, the second major political events package so programmed by the outlets. Corinthian Broadcasting Corp. covered the political conventions last summer, providing reports tailored to local and regional interest.

The stations' reporters and production crews will spend at least a week, starting with Inauguration Day, in the nation's capital. They will view from the local standpoint such matters as the nature of the Kennedy administration, the new Congress, the issues developing, and other such matters.

The Corinthian plan was announced last week by C. Wrede Petersmeyer, the group station owner's president, who appeared on the same platform with Herman Land, director of special projects, Corinthian, at a timebuying and selling seminar of the Radio & Television Executives Society in New York.

Palmer Films revamp services

W. A. Palmer Films Inc., San Francisco, which for 25 years has been a film production firm, has undergone a major policy change and will henceforth operate as a "one-stop" 16mm motion picture technical service.

It plans to provide professional filmmakers with such services as film planning, script and storyboard production, Westrex recording, photography and stage rentals, titling, art and animation, processing and complete printing. The firm will also provide the trade with published uniform price schedules, enabling the producer to estimate his budget accurately and to maintain complete control of every element in the one-stop service.

Palmer has introduced the "Live-Camera" film development (16mm), which is an adaptation of certain live-tv methods, designed to eliminate costly and time-consuming separate takes. Palmer claims it reduces technical production costs to $75-$150 per minute for a half-hour program.

Price schedules and further details are available from W .A. Palmer Films Inc., 611 Howard St., San Francisco.

Program notes...

Down with smut ▪ KMOX-TV St. Louis presented a four-part series crusading against the purveyors of pornography last month as part of its regular *Eye on St. Louis* programs. The series was presented on four consecutive weekday nights from 10:15-10:30 p.m. It covered the social psychological aspects of pornography and how it affects youth; the problems of law enforcement and steps the individual can take to combat the smut peddlers.

Music producer ▪ Sy Shaffer Enterprises Inc. has been formed at 342 Madison Ave., N. Y., by Mr. Shaffer, formerly associated with top talent in music, radio and television. The new firm will compose and produce music for radio and tv commercials and jingles.

Stars for the aging ▪ Ten film stars have prepared transcribed announcements on behalf of the 1961 White House Conference on Aging. The conference will take place in Washington, D. C., Jan. 9-12, 1961. Announcements are being sent to all stations to alert citizens to the conference, its purposes, and in the future, its recommendations. The radio spots were recorded by Janet Blair, Walter Brennan, Billie Burke Ziegfeld, Charles Coburn, Nanette Fabray, Mary Pickford, Vincent Price, Jane Wyatt and Ed Wynn. Ward Bond taped an announcement a few days before his death.

They'll comply ▪ RCR Productions, New York, and the American Federation of Television & Radio Artists have agreed to comply with an order by the National Labor Relations Board banning contractual negotiations or representations that membership in the union is a condition to employment.

Integration crisis ▪ WSB-TV Atlanta

is distributing a film which it produced on the school desegregation problem in Georgia to tv stations and PTA groups throughout the state. The film, originally shown on WSB-TV as a public service, was produced with the cooperation and participation of the Georgia PTA. It features interviews with leading figures in the state school integration situation as well as background on the 1954 U. S. Supreme Court decision ordering integration. The purpose of the program according to WSB-TV's news director, Ray Moore, who coordinated the program, is to inform the citizens of the problem the state is expected to face in September 1961 when the order becomes effective there.

Powell's new show ▪ NBC-TV will have the exclusive services of Dick Powell as host and sometime star in a "contemporary adventure anthology" series, titled *The Dick Powell Show,* during the 1961-62 season. Mr. Powell, who will appear in about one out of three programs in the one-hour weekly series, has been holding down a similar assignment in CBS-TV's *Zane Grey Theatre,* a role he will no longer be permitted to play under the exclusivity terms of the agreement announced last week between NBC-TV and Four Star Films Inc. Mr. Powell is president of the independent production company, which will produce the new series in association with NBC-TV. Four Star also produces *Zane Grey,* but it has not been determined whether the western series will continue another season without Mr. Powell's participation.

Says when ▪ NBC-TV has scheduled a new audience-participation show entitled *Say When* to replace *Dough Re Mi* in the Monday-through-Friday 10-10:30 a.m. (EST) time period, starting Jan. 2. *Say When,* starring Art James as host, is a Goodson-Todman production in association with NBC-TV. It will be produced in New York by S. Robert Rowe.

Format's busy first year

Format Films will have a gross income of more than $950,000 in its first year of operations, which ends Thursday (Dec. 15), Herbert Klynn, president, told a board meeting last week.

Future plans outlined by Mr. Klynn include the production of four tv animated half-hour film series, including Sy Gomberg's *The Shrimp* and *The Alvin Show,* featuring the chipmunk characters created by Ross Bagdasarian, both now on the drawing boards at Format. A feature film based on Ray Bradbury's "The Illustrated Man" and a short taken from another Bradbury story, "Icarus Montgolfier Wright," are also in preparation by the animation firm.

SIGN OF TV TIMES?

Public calm after discussion of contraceptives over WNTA

WNTA-TV New York has another hot potato for stations on the NTA syndication list: A *Mike Wallace Interview* with the scientist who developed an oral contraceptive.

The telecast last Tuesday (Dec. 6) followed by a week-and-a-half the late-night run of Eugene O'Neill's "The Iceman Cometh" on *The Play of the Week,* which has NAB tv code people discussing the possibility of modifying rules to allow for broadcasting unexpurgated "classics" under certain circumstances and at their own option (BROADCASTING, Dec. 5). The Wallace interview caused hardly a ripple in the public calm.

It was broadcast 8-8:20 p.m. Tuesday in Mr. Wallace's regular weeknight time. His guest was Dr. Gregory Pincus, research director of the Worcester Foundation for Experimental Biology, Shrewsbury, Mass., and winner of the 1960 Albert Lasker Award in planned parenthood for development of the oral contraceptive pill.

Letters and calls in the two days following the show were "double to triple" the usual for the daily interview. Mr. Wallace's producer, Al Ramrus, said, "Four years ago the roof would have blown off. We'd have heard from brass, sponsors, pressure groups. We would have got the screws." In 1960 the net result in two days was fewer than 100 letters and about half that many calls. Sentiment was about equally split between "worthwhile show" and "disgraceful." The planned parenthood people called with congratulations but no other organization called.

This reception was "kind of remarkable," Mr. Ramrus thinks. Newspapers virtually ignored the interview, although it got the routine advance notice. None of the Wallace sponsors was heard from. They include Philip Morris, Cott Beverages, the Dreyfus Fund and sometimes Rolaids. Mr. Ramrus said the show's policy is to do as many daring and challenging programs as possible.

In last week's local program, interviewer and guest discussed medical aspects of the pill, which is dispensed on doctors' prescriptions, researchers' experiences testing it in Puerto Rico and elsewhere (no church complaints reached him, Dr. Pincus said), cost of the contraceptive and implications on world population.

Syndication customers of *Mike Wallace Interview* get the tapes two to three months after origination over WNTA-TV. Eighteen stations take the show.

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Three N. Y. character firms announce merger

Several top radio-tv personalities and tv properties are involved in the merger last week of three leading firms in the character merchandising field into a new company, Licensing Corp. of America, New York, which was immediately termed "the world's largest independent character merchandising firm." LCA, which will be located in the new Time & Life Bldg. in New York, was formed by the merger of Jay Emmett Assoc., Stone Merchandising Assoc. and Syd Rubin Enterprises Inc.

The merger into LCA, with Jay Emmett as board chairman, will facilitate service not only to clients, it was announced, but also to licensed manufacturers who are using LCA personalities and properties as part of their advertising, merchandising and marketing programs. LCA also will service ad agencies for endorsements. Its officers include: Allan Stone, president; Syd Rubin, vice president, and Leon Newman, a Stone associate, secretary-treasurer.

At last—awards for westerns

Even if western tv shows capture no Emmies or Peabody awards, they will not go unhonored and unsung. The National Cowboy Hall of Fame and Western Heritage Center, Oklahoma City, has announced an annual award to the fictional western tv program and to the factual one which makes the outstanding contribution during 1960 to a fuller understanding of our nation's western heritage.

The awards will be presented Jan. 31, 1961 in Oklahoma City near the site of the Cowboy Hall of Fame (which is now under construction). Awards will also be presented to a western feature film, western documentary film, western short story, western magazine article and western musical composition. The prize is a trophy; a replica of it will be presented to the producer, director, sponsor, writer and leading actors of the winning tv program and also to the network carrying it, if it is a network program.

Any single tv program or single episode from a series first televised during 1960 may be nominated. Two copies of the film should be mailed along with an entry form to National Cowboy Hall of Fame and Western Heritage Center, 101 Park Ave., Oklahoma City 1. Deadline is Dec. 16, 1960.

EQUIPMENT & ENGINEERING

HUGHES SEEKS BUYER FOR SATELLITE

Relay ship with one tv circuit would cost $15 million

Anybody want to buy my satellite? This was the song sung by Hughes Aircraft Corp. at the American Rocket Society meeting in Washington last week. The west coast aeronautics company, now heavily in electronics, showed a special, active satellite payload capable of one tv circuit, or "several hundred" telephone voice circuits.

The "hatbox"-shaped satellite—29-in. diameter, 32 lbs. in weight—is designed to be placed in "synchronous" orbit, 23,000 miles above the earth's Equator, Dr. Harold A. Rosen, Hughes research engineer, explained.

He said the solar cell covered satellite would be ready for orbiting in one year, and that the entire program, launch vehicle and all, should not exceed $15 million. This is far cheaper than any other active time satellite relay, he explained.

Hughes is not going into the communications business, it was explained. It is looking for a buyer to order the satellite—military, National Aeronautics & Space Administration, or a private communications firm. Hughes officials acknowledged that they have no customer yet.

Some technical highlights of the Hughes space relay:

- Pulsed gas jet is used to achieve spin stabilization.
- Pancake beam is used to achieve antenna directivity.
- Bandwidth requirement is minimized through use of single sideband transmissions on uhf frequencies.
- Special intermediate type of phase modulator converts the ground signal into phase modulation for economy of power in the satellite-to-earth link.

Passive Satellite for AF ▪ The Air Force announced it was entering the space field with provision for the use of a passive, balloon type satellite (similar to the Echo experiments of NASA) covered with reflectors.

This will comprise a voice and teletype circuit 2,000 miles between Floyd, N. Y. (Rome Air Force Base) and Trinidad, B.W.I., it was announced by the contractor, Page Communications Engineers Inc., Washington, D. C.

The Northrop subsidiary reported that the project will comprise an "elaborate duplex facility" permitting continuous test operations on data recording, analysis, evaluation and reporting. Unable to disclose all details of the space circuit, the company said that the preliminary system design provides for the use of 1.25 db noise figure parametric amplifier—enabling the satellite to operate for all positions within geometric bounds of mutual visibility.

One of the outstanding features of the program is that the system must operate simultaneously with a high powered tracking radar in Trinidad, both systems sharing the same ground antenna. The work is under the supervision of Ross Bateman, Page senior

Tv, the whipping boy, falsely accused again

It doesn't matter what the real reason is, blame it on tv.

This is what happened last week when word was passed on that the U. S. space program was changing over the frequencies used for telemetering and tracking from 108 mc to 136 mc.

Wire service reports from Wallops Island, Va., junior launching site for the National Aeronautics and Space Administration, quoted William J. O'Sullivan Jr., space vehicle chief, as telling newsmen that telemetry and tracking frequencies were being changed from 108 mc to 136 mc "because of interference to tv." He was reported as having stated that the FCC asked that this change be made on that account.

Not so, according to NASA officials in Washington. "We have had no reports of our interfering with tv or any broadcast service," a NASA spokesman said last week. There has been, he added, a negligible amount of interference from radio and tv, none of it of any importance. NASA tracking receivers, he pointed out, are designed for optimum noise level functioning, not for selectivity.

An FCC spokesman pointed out that 108 mc was chosen as an interim frequency for telemetering during the International Geophysical Year. This band is exactly at the end of fm broadcasting (88-108 mc) and at the beginning of aeronautical radionavigation (108-118 mc). At the International Telecommunications Conference in Geneva in 1959, he pointed out, it was agreed to set aside 136-137 mc for satellite telemetering and tracking. He observed that this is the only reason for the frequency changeover.

vice president, and Dr. Charles R. Burrows, research and development vice president.

Other highlights of the ARS meeting:

▪ Andrew G. Haley, Washington radio attorney, called for international agreement that all transmitting devices aboard satellites be designed for cutoff by ground command or automatically after a specified lifetime. Mr. Haley said as more and more payloads are put into orbit the ether will be jammed with "annoying" signals whose usefulness expired long ago. There are at present 10 vehicles in orbit with their transmitters still in operation, he noted. These go as far back as March 1958 with Vanguard I.

Radio command signals must also be used to return or destroy unwanted "space crud," Mr. Haley emphasized. Spent satellites must be returned to earth in order to avoid cluttering up space, he said.

Mr. Haley earlier in the week filed an appeal in federal court against the FCC's refusal to allocate frequencies for space communications (see page 64).

Predictions that space communications systems would be in commercial operation ranged from five years to ten years. These were made during a panel on the subect, moderated by Dr. Abe Silverstein, NASA director of space flight development.

Major problems still to be overcome, the panel conceded, involved the need for more rocket thrust, electronic reliability (communications gear should be capable of operating unattended for two to three years), and an improved stabilization system.

The panel also discussed the merits and disadvantages of low or high orbits, single vs. dual systems, passive vs. active relays, and such frequency problems as sharing.

In addition to Dr. Silverstein and Dr. Rosen, other panel members were J. R. Pierce, Bell Telephone Labs.; M. J. Weiner, Philco; Leonard Jaffe, NASA; Sidney Sternberg, RCA George Mueller, Space Technology Labs.; Louis Pollack, ITT; and Edward Allen, FCC.

206 tv stations now have Ampex vtr machines

Nine more television stations have been equipped with Videotape recorders, bringing to 206 the number using the device, according to Ampex Professional Products Co., manufacturer of the equipment. It adds that the equipped stations are in 99 television markets.

As reported by Ampex, the new users of the recorder are KOLD-TV Tucson, Ariz., KTVR(TV) Denver, Colo., WDBO-TV Orlando, Fla., WJBF(TV) Augusta, Ga., WVUE(TV) New Orleans, WHYN-TV Springfield, Mass., WSPA-TV Spartanburg, S.C., WLAC-TV Nashville, Tenn., and WLBT(TV) Jackson, Miss.

According to Howard S. Salzman, marketing manager, 86 individual stations in the United States now have two or more Videotape recorders. Recent additions to the list of multiple users are KOOL-TV Phoenix, Ariz., KXTV(TV) Sacramento, and WNCT (TV) Greenville, N.C.

In all, 741 Ampex vtrs are in use throughout the world. Of these, 432 are used by broadcasters and producers of tv commercials and programs in the United States, and 94 are in operation with closed-circuit television systems. The remaining 215 machines have been installed in 17 foreign countries.

Ampex International's marketing manager Ralph E. Endersby also reports that a new VR-1001A is to be delivered Feb. 1, 1961, to All India Radio's experimental television station in New Delhi.

Despite some softening set sales still good

Tv and radio set production and sales dropped during the month of October, but sales for the first 10 months of 1960 are still above the comparable period in 1959, the Electronic Industries Assn. reported last week.

Radio production for the January-October term remained above the same period last year, while tv production is about 300,000 units below.

Production and sales figures:

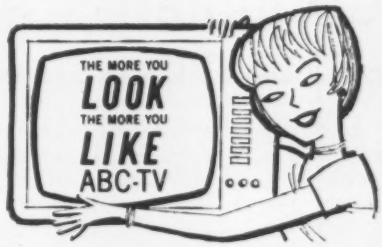
Period	Tv	Radio
	PRODUCTION	
Jan.-Oct., 1960	4,873,120†	14,135,937*
Jan.-Oct., 1959	5,195,440	12,722,970
	SALES	
Jan.-Oct., 1960	4,655,019	7,384,754**
Jan.-Oct., 1959	4,448,901	6,125,790

†Includes 371,457 uhf sets.
*Includes 5,420,279 auto radios, and 766,006 fm sets.
**Excludes auto radio sets.

Technical topics...

Transistor tuner announced ▪ Johnson Electronics Inc. is marketing a fully transistorized multiplex tuner for the background music industry. Tests indicate that the new tuner will operate in high noise areas at greater distances than most non-transistorized units. This would enable fm stations to broaden their range.

Vf amplifiers ▪ Westrex Corp., a division of Litton Industries, has issued a series of three bulletins describing amplifying and equalizing equipment for voice frequency signals. Photos, diagrams and specifications are included. Copies may be obtained from the Westrex Communications Equipment Dept., 540 W. 58th St., New York 19.



channel 47
KJEO
abc for Fresno, California
J. E. O'Neill, President
Joe Drilling, Vice President-Gen. Mgr.
W. O. Edholm, Commercial Mgr.
See your H-R representative

Canadian stations protest new rules

SEE COMPETITION STIFLED BY BBG DEMANDS ON QUALITY, CONTENT

Radio should not be regulated in such a way as to hinder its development, the Canadian Assn. of Broadcasters told the Board of Broadcast Governors in a brief at Ottawa Dec. 1. The BBG was hearing arguments regarding its proposed new radio regulations (BROADCASTING, Nov. 28). The BBG wants more Canadian content in programs, limits on promotions and timing of spots, among other things which would seek to improve "quality."

"We hope that regulation of radio by legislative and administrative decree can be shaped so as to maintain physical order, prevent abuse, insure in general that certain public policy objectives are met," Murray Brown, CAB president and general manager of CFPL-AM-FM-TV London, Ont., stated. Regulation should "leave the form of the service free to adapt itself to changing circumstances, to be consistent with radio's particular strengths and special characteristics.

"The only permanence in radio broadcasting is that of change. Radio has undergone substantial changes in virtually every year of its life. It is now undergoing further changes. This process of experiment, of adaption to the changing discipline of the community, as circumstances change, will continue."

Mr. Brown told the BBG that the CAB has underway expanded studies in programming techniques, their impact on the public, audience desires and tastes. Some of these studies are expected to be ready for the CAB spring annual meeting at Vancouver, B.C.

Variety ▪ The CAB brief pointed out that virtually every independent radio station in Canada today provides a variety of international, national, regional and local news, road reports, weather reports, time reports, special features of interest to the agricultural community or its equivalent, to women, of special community service announcements and reports, commentary, editorial, humor, sport, religion, trade and commercial messages, plus music drawn from most or all of the fields variously, if loosely described as popular, standard, light classical, western, semi-classical and classical.

"Radio is the first and only communications medium to provide continuous daily service, often running up to 24 hours a day, seven days a week, 52 weeks a year," Mr. Brown said. "It would not be surprising, given that circumstance, if at times some broadcasting were less meritorious than others. Not every book or play is an enduring masterpiece."

"In the main, radio broadcasting does provide a service that is varied, comprehensive, useful and consciously striving for the highest possible standard. We know that the scope and extent of radio's service can never be appreciated from logs, music sheets or other printed record, or even from taped excerpts. No other medium is ever judged in that fashion. From experience we know that the nature and extent of a broadcasting station's service can be assessed only by someone who lives in the community served by the station and who has opportunity to listen to it regularly as he desires."

The BBG was informed that its proposed regulatory modifications for radio have created widespread concern, worry and discouragement within the industry. "Most Canadian radio stations, and the people working in them, have conscientiously been striving for years to provide a useful service, a service that fully meets the objectives of the Broadcasting Act," Mr. Brown stated. "Our efforts have been rewarded by a very high degree of acceptance, even enthusiasm from our audiences. There is bewilderment among the broadcasters that the extent and conscientiousness of these general efforts seem to have failed to impress the Board of Governors."

Competition ▪ CKEY Toronto told the BBG that in today's competitive market, "each community station tries to offer the most appealing air personalities, a strong news department, a colorful and effective sports department, a public service department tuned to the needs of the community and a system of presentation which is more efficient and more pleasing than that offered by the competition."

CKEY said it believes that the ideal is not capsulize all types of programs on one station, but to have a number of stations each of which provides a specialized type of programming so the listener may choose his station as he would choose a book or movie. Toronto, for example, is served by 15 am and 6 fm stations, all Canadian. For each to provide fully-balanced programming "would result in a staggering collection of 'sound-alikes' in the Toronto area," CKEY said.

As for the demand for more Canadian content in programming, CKEY noted that it would have to be live, which would be "prohibitive" in cost for a single station to provide more than a fraction of the day. Further, CKEY observed, "the only thing truly Canadian about such talent is the nationality of the performers. The music itself is not likely to be Canadian. Even in the fields of drama, poetry and prose the supply of Canadian material is limited.

"Canadian stations are handicapped in providing programs of a basic Canadian nature—not because of a lack of desire, but because of our limited population. We do not have enough people to produce the artists and the art required to program any significant amount of such material."

As for most contests, CKEY denied that they are harmful and an imposition on the public. They "are the electronic equivalent of ducking for apples or pinning the tail on the donkey. They are good fun and harm no one. Listeners may compete if they wish; if not, they are not irritated, because the contests move quickly and informally and do not interrupt the station's main program of entertainment and information."

Canadian license fees

License fee schedule proposed for Canadian independent radio and television stations (BROADCASTING, Oct. 31,) by the Dept. of Transport, Ottawa, will be based on a percentage of gross revenue. The new schedule has not yet been discussed in Parliament, but is expected to go into effect on April 1. It calls for 1% on stations with gross revenue of $200,000 a year or less, and 1½% of gross revenue plus $2,000 on stations with gross revenue of over $200,000 a year. The gross revenue includes fees paid to talent and received from advertisers. Whether these amounts should be included in the computation is one of the points to be discussed with the Canadian government by the independent stations and the Canadian Assn. of Broadcasters.

Fm for Lima, Peru

Richard J. Ajello, at one time a salesman for WHOM New York, now owner of a Muzak franchise in Lima, Peru, has announced the purchase of

an fm transmitter and plans for that country's "first" fm station, Radio 100-Fm, which will operate on 100 mc with effective radiated power of 20 kw. Now undergoing equipment tests, the new station is located on the fourth floor of the Edificio La Nacional. Station is negotiating for multiplex and has not yet decided on programming format. Mr. Ajello's Muzak firm, Telemusica S.A., is at Camana 631, Lima. Telephone 78623.

SWISS FESTIVAL PLANS

Television to play big role in attractions at Montreux

Europe, a market of 30 million, is on the verge of a commercial tv breakthrough that will see sweeping changes in the next five years. This is the forecast of Melville Mark, director of the "World's First International Festival of Arts and Sciences," who is in the U.S. now talking to business and government representatives about the event, scheduled May 15-17 in Montreux, Switzerland.

The festival, which could herald the new era, is gaining momentum both on the arts and technical fronts, among commercial and noncommercial broadcasters on either side of the Iron Curtain and spanning oceans. The International Telecommunication Union is setting up a festival symposium May 17-21 that promises east-west exchange on space, color, commercial television and other subjects, calling on some 100 member nations to participate.

The Swiss Broadcasting Corp. has mailed invitations to program people all over the world to participate in a contest for variety and musical shows. This follows endorsement of the festival by the European Broadcasting Union (BROADCASTING, Nov. 7).

Other Attractions ▪ The event incorporates, besides the program contest and technical symposium, a trade fair and festivities highlighted by an "international night of the stars," balls, banquets, etc.

Mr. Mark, English-born journalist who is festival director, says he is getting enthusiastic response in the U.S. Programmers, who were to get contest invitations from the Swiss Broadcasting Corp. last week, showed interest in the festival contest. The winner, to be selected by a jury of international "names," will get 10,000 Swiss francs (around $2,500) and the "Golden Rose of Montreaux," runner-up getting a silver rose and other prizes. The rose, symbol of the resort city of Montreux, will be sculptured metal.

Tv equipment people began early to book space for the festival trade fair and manufacturers from three continents are represented so far. This promises an important business potential among nations new to Tv and also those ready to upgrade equipment, Mr. Mark said. The emphasis is on broadcast gear with receiver display limited to cases where it is part of a larger line.

The ITU symposium is being sponsored with cooperation of the International Organization for Radio & Television, Prague, which includes tv networks of Eastern Europe and China.

There will be simultaneous translation facilities for the meetings, which will take place in Montreux halls and pavillions. Montreux was selected for its accessibility and facilities, Mr. Mark said, adding that it was the site of the first Eurovision origination in 1948. It is in the Alps, an hour's drive from Geneva.

Mr. Mark resides in Switzerland and writes for television and other media. One of his tv credits was a three-media series of interviews with the late Aga Khan following the Suez crisis in 1956.

American headquarters for the International Festival have been established at Mark Assoc. International, 501 Madison Ave., New York 22.

Argentina plant to open

Allen B. DuMont Labs, Clifton, N. J., will open a tv picture tube plant in Buenos Aires, Argentina, about March 15, 1961. The new 60,000-foot plant, located at Otamendi 512, is planned for the production of 25,000 tubes in its first year, while capacity will be 50,000 tubes yearly on a single shift basis. All manufacturing equipment for the newly built factory of Du Mont's Argentina licensee, Gregorio & Numo Werthein, has been designed and built at the New Jersey plant, and was shipped to Argentina last week.

London's ATV publishes new pocket rate card

Associated TeleVision Ltd., London, has published autumn ratecards for London weekends and Midlands weekdays in pocket form. The cards incorporate a 1962 rate guarantee of 1961 rates for certain schedules, a bonus for holiday business and summer discounts.

London rates for a weekend minute start at £70 (pound exchange $2.80) for Sunday 11:20-1130 p.m. and go to £2,000 for 7:35-10:50 that evening. The highest Saturday rate is £1,500 and lowest is £140. A Midland weekday minute goes from £50 for 12:45-1:30 p.m. to £1,170 for 7:25-10:40. Advertisers on the two ATV services are getting 50-100% bonus time for orders between Dec. 24 and Jan 8. Summer reductions on the new cards run from 20% to 75%.

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Northwestern State College, Natchitoches, Louisiana

SEPTEMBER DEBUT

That's target date set for Canada's second tv network

Spencer Caldwell, Toronto tv producer and film distributor, told the Board of Broadcast Governors at Ottawa on Dec. 1, his Canadian Television Network Ltd., could be ready to start with a network next September. Mr. Caldwell, head of S. W. Caldwell Ltd., and Canadian representative of TelePrompTer, was the only applicant for a privately-owned television network to compete with the publicly-owned Canadian Broadcasting Corp.

Mr. Caldwell stated that his proposed company would not have its own program production facilities. It would rely instead on the production potential of its affiliated stations, the recently-licensed second tv stations in Canada's major cities.

The application was opposed by Joel Aldred, one of the shareholders of CFTO-TV Toronto, one of the stations which would be one of the affiliates. Mr. Aldred maintained that microwave facilities would not be available for the network.

Mr. Caldwell stated that initially the network would use daytime hours to transmit programs to its affiliates, who would tape the programs for later showing. When the Trans-Canada Telephone System would have more microwave facilities available, such programs could be transmitted at evening hours at the same time as the CBC uses the microwave network.

The Owners ▪ The Caldwell organization is composed of prominent Toronto business executives who would hold 51% of the shares, with 49% to be taken up by affiliated stations. The board of 16 directors would be composed of four nominated by Mr. Caldwell, four by other investors, and one each by the eight affiliates who would be the initial members. Other affiliates would later join, as licensed.

Joel Aldred also opposed the application of CFRB Toronto, to have power increased for its fm operation and program separately its fm station. Mr. Aldred applied for approval of purchase of CHFI-FM Toronto, which he and Ted Rogers, another CFTO-TV shareholder, had recently negotiated. Mr. Aldred felt that two fully operated fm stations would not find enough advertising revenue at Toronto.

CFRB was asking for an increase in power from 600 watts to 200 kw on 99.9 mc. CFRB has been turned down earlier this year for a tv station license which was awarded to CFTO-TV. CFRB-FM has been operating since 1939.

CFRB also appeared for approval of its purchase of CJAD Montreal, from J. Arthur Dupont, pioneer Canadian broadcaster, who told the BBG he wanted to retire. CFRB executives assured the BBG that CJAD would continue to be operated as a separate station and there would be no joint advertising package deals.

Abroad in brief...

Short-lived plan ▪ CFCM-TV and CKMI-TV, French and English-language stations at Quebec City, which announced combined rates for advertisers (BROADCASTING, Nov. 28) has dropped the offer because certain advertisers refused to accept the policy. In announcing the termination of the plan, which went into effect Nov. 1, sales manager A. P. Fitzgibbons stated that "we believe the principle of total coverage by television as an advertising medium in this market through the use of our combined rate card is still the most attractive means of reaching purchasers of an advertised product."

Nippon debates ▪ The "Great Debates" idea has taken hold in Japan. On Nov. 12 an unprecedented television political debate took place between leaders of three major parties in Japan. Millions of viewers watched as Premier Hayato Ikeda of the ruling Liberal-Democratic party exchanged views with his opponents, Saburo Endo, acting chairman of the Socialist Party and S. Uehiro Nishio, chairman of the Democratic Socialist Party. The exchanges reportedly were polite and followed previously expressed party policies.

Commercial voice in the bazaar ▪ The Hashemite Broadcasting Service, Amman, Jordan, has appointed Intercontinental Services Ltd., New York, as its American sales representative. HBS, with established medium and shortwave signals at 100 kw, converted to commercial operation Oct. 1. The station covers the entire Arab world of the Middle East and has a monthly mail response of 38,000 multi-signature letters, Intercontinental said.

AN INTERNATIONAL PRODUCTION GROUP

Plans series of 12 hour-long documentaries for television

Westinghouse Broadcasting Co. and the National Educational Television & Radio Center, along with broadcasters of three other nations, have announced plans to co-produce tv shows of international interest through their newly formed International Television Federation (Intertel). An initial series of 12 hour-long documentary programs will be exchanged by Intertel's founders in 1961, it was announced at simultaneous press conferences last Tuesday (Dec. 6) in London, Sydney, Ottawa and New York.

Participants in Intertel, which was formally organized Nov. 14 in a special meeting in Vancouver, B. C., Canada, are Associated Rediffusion Ltd. of Great Britain, Australian Broadcasting Commission, Canadian Broadcasting Corp. and the above mentioned U. S. broadcast groups. Broadcasters of other nations will be invited to join the cultural exchange venture at an Intertel meeting next March in Madrid, it was learned.

The five participants have contributed $500,000 for the production of the initial series. The first program to be made available will be *France: In Transition,* produced by Associated Rediffusion. It will be seen in the U. S. next April on the five WBC tv stations and the 52 etv stations affiliated with NETRC. Stations in markets not served by these broadcasters will have the programs made available to them at later dates. England and the U. S. will each produce four programs in the series, while Australia and Canada are scheduled for two apiece.

Areas of Study ▪ As the American representatives WBC and NETRC will appoint an executive producer who will organize a unit for the first joint program, a look at the English class system titled *"A Study of the United Kingdom."* The Australian production group will study U. S.-Canadian relations, while the first CBC program will deal with transition in Cuba. In addition, Associated Rediffusion will do a program on the Chinese overseas, and WBC and NETRC will send a camera crew to Africa. The possibility of radio versions of the programs is not ruled out.

The supervisory committee for U. S. program segments will consist of Donald H. McGannon, WBC president; John F. White, president of NETRC; Richard M. Pack, WBC vice president —programming, and Robert Hudson, NETRC vice president for programming.

Mr. McGannon describes Intertel as "a pool of the technical and creative ability and knowledge of all the groups which will extend the international horizons of television in all its aspects. This is the first practical step, after years of talking and hoping, toward the creation and use of international television for cultural exchange and an effective weapon for peace." Mr. White said he believes the exchange of documentaries will lead to regular exchange of all forms of programming. The danger of self-serving interests being injected into the series is eliminated by a plan of having no broadcast group doing a program on its own nation.

The 'spoof' with a $200,000 ad budget

'OLDE FROTHINGSLOSH' GOES COMMERCIAL IN A BIG WAY

Six years ago, KDKA Pittsburgh listeners were startled out of their Christmas shopping by something new —really new—in beer commercials. 'Olde Frothingslosh," they were told, was "the pale, stale ale with the foam on the bottom." This spoof on beer commercials, dreamed up by KDKA and its top-rated air personality Rege Cordic, today is funnier than ever, and those connected with it are doing their laughing all the way to the bank. For Olde Frothingslosh, the once-mythical product, has become a very real one that is being sold, every Christmas season, in four states. And the brewer, Pittsburgh Brewing Co., is backing its sales effort with a $200,000-plus advertising budget.

The campaign is being carried over 42 radio stations and eight television outlets. Billboards and point-of-sales efforts are also being used. The markets for Olde Frothingslosh are those in which Pittsburgh Brewing generally sells—Pennsylvania (including Philadelphia this year for the first time), Ohio, New York and New Jersey. According to John de Coux, the brewery's advertising manager, more money than ever is being spent this year on OF commercials. These include outrageous television films shot by Mr. Cordic last summer in England at an abandoned castle dubbed, for the occasion, "Olde Frothingslosh Castle."

Actually as Pittsburgh Brewing Co. sales managers were told recently at a sales meeting, Olde Frothingslosh is Iron City beer, the brewery's best-selling brand, in disguise—a fact contained in a note enclosed with each case of Olde Frothingslosh. Also introduced to the sales managers was the new label—Olde Frothingslosh labels are changed every year and have in themselves become collector's items.

According to the company, distributors have two reasons to be happy with Olde Frothingslosh. It quotes one as saying that the campaign is "an all-plus business. Even the sale of Iron City increased over this period because of Olde Frothingslosh. In addition, it enabled me to get distribution on Iron City beer in places where it was impossible previously."

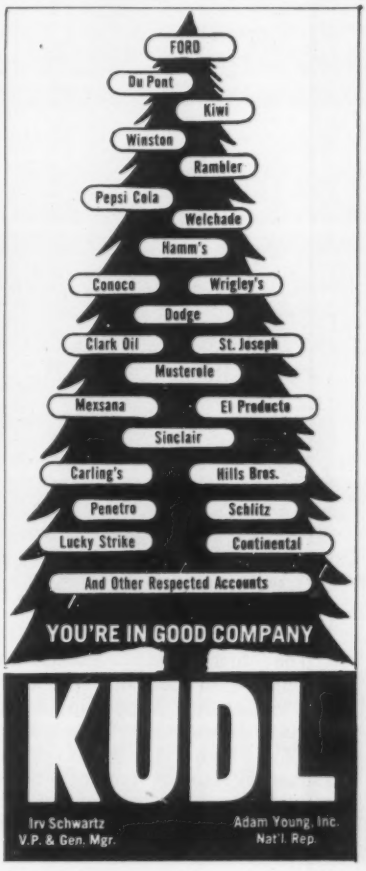
The advertising agency handling the account is Smith, Taylor & Jenkins, of Pittsburgh, which plans the campaign in collaboration with Messrs. Cordic and de Coux.

Around the block with Dinah

Chevrolet dealers across the country expect to distribute 800,000 Christmas records by Dinah Shore during the automaker's four-week "Once Around the Block" demonstration campaign, ending Dec. 18. The project, which marks the first time Chevrolet has used a free gift incentive in a demonstration drive campaign, is supported by extensive national advertising on radio and tv, including Miss Shore's Sunday night *Dinah Shore Chevy Show* on

Rege Cordic pushes Olde Frothingslosh truck in tv spot

7½* HOURS DAILY
NEGRO Community Programming
+
16½** HOURS DAILY
SPANISH PUERTO RICAN Programming
=
24 HOURS DAILY
of *Whirl-Wind* sales action
WWRL
NEW YORK DE 5-1600
*10:00AM-5:30PM **5:30PM-10:00AM



NBC-TV, plus newspapers and direct mail. The recording of four traditional holiday songs is being given to anyone who visits a Chevrolet dealership and tries out a 1961 Chevrolet or Corvair. Dealer enthusiasm reportedly upped by 200,000 Chevrolet's original distribution of 600,000 records.

Radio can be found in some unusual spots

A national radio promotion contest sponsored by a transistor radio manufacturer is offering fresh insight into audience composition. The Channel Master Corp., Ellenville, N. Y., which started its "Radio Reaches Everywhere" promotion in late September after a test run last summer over WGMS Washington, D. C. (BROADCASTING, July 25), says that contest results at nearly 200 stations are giving time salesmen a "powerful new weapon" and are causing station managers to revise their concepts of audience makeup.

Participating stations in the Channel Master promotion award the company's radios to listeners who submit the most interesting entries on the subject of "The most unusual place I ever listened to station. . ." The responses not only are indicative of radio's powerful penetration, but also provide stations with "the best sales ammunition they've ever had," it's reported. One example: The tabulation of entries has turned up listening patterns such as the number of people who listen to portable transistors placed in baby carriages and cribs. "The smart time salesman wastes no time letting baby food accounts, diaper services, etc., know about this," says Daniel S. Roher, Channel Master advertising manager.

In addition to on-air announcements of the contest, stations back up the promotion with streamers and posters supplied by Channel Master. Many stations supplement this with newspaper ads, sometimes in cooperation with the local Channel Master dealer. Some stations have prepared brochures to sum up entries and results for their accounts and prospective advertisers. Although many entries have been reported from such occupations and pastimes as fruit pickers, lumberjacks, birdwatchers, tree pruners and even several from parachutists and deep-sea divers, Mr. Roher's favorite entry was received by WABC New York, where a Brooklyn veterinary's assistant said he listened to the station via a stethoscope, applied to the stomach of a large dog who had swallowed a tiny transistor radio.

WBTV (TV) wins North Carolina award

The first annual competition among North Carolina tv stations for "outstanding leadership in promoting highway safety" was won by WBTV (TV) Charlotte. Governor Luther H. Hodges (center), Secretary-of-Commerce-designate in the Kennedy administration, congratulates Charles H. Crutchfield (right), executive vice president and general manager of Jefferson Standard Broadcasting Co., and Kenneth I. Tredwell Jr., vice president and managing director of WBTV. The state-wide contest was conducted by the North Carolina State Motor Club. Runner-up to WBTV was WLOS-TV Asheville.

An fm station's pitch for advertising dollars

KXTR (FM) Kansas City, Mo., has been demonstrating to its own satisfaction that a station with an all-classical music format should play it *fortissimo*, not *pianissimo*, in campaigning for new business.

On the air since September 1959, it began a 10-day direct-mail barrage late last month to reacquaint the 110 agency people in its market area with "Contemporary KXTR." Following the theme "Showmanship in Sales," each mailing carried a reminder of the merits of an all-classical format. One of the more forceful was a rock-'n-roll record, accompanied by a note explaining that KXTR couldn't use the disc, since it was an all-classical station—the *only* one in Kansas City.

Even before the scheduled lifting of the barrage, KXTR was able to report it had gained four new sponsors (who had never used radio) and received requests from seven agencies for presentations for specific media accounts never before on the station. This response indicates the success of a similar campaign waged when the station went on the air in 1959 was no fluke.

CBS-TV's co-op promotion

A $300,000 co-op advertising campaign to promote CBS-TV's nighttime program schedule was started by the network and its affiliates last week in newspapers throughout the U. S. Network officials said that was the approximate amount being spent by CBS-TV and participating affiliates on two-column "listing-and-picture" ads during the drive, which started Dec. 5 and runs through Dec. 18. CBS-TV and the stations which accepted the offer—about 150 out of 200—are sharing the costs 50-50, with ads in most cases running in all newspapers in the home cities of the participating stations.

CBS-TV officials said the campaign was intended to eliminate any gap effect that might have been created in the public mind by the heavy run of preemptions for political broadcasts during the presidential campaign. They denied it was related in any way to the latest Nielsen national ratings report, which showed that ABC-TV had ousted CBS-Tv from No. 1 position for the first time (BROADCASTING, Nov. 28).

Drumbeats...

Student salesmen ▪ Local high school students have unwittingly sold

The President keeps his distance

A cautious President Eisenhower accepted a valuable white tiger as a gift to the American children from John Kluge, president of the Metropolitan Broadcasting Corp. last week on the south lawn of the White House. The animal, the only one of its type outside India will reside in Washington's National Zoological Park.

On the last leg of its plane trip from India to Washington, the Mohini Rewa (Enchantress of Rewa) was displayed in the Philadelphia Zoo for one day. The appearance, heralded by Metropolitan station WIP-AM-FM Philadelphia, attracted 5,241 paid admissions, more than the zoo drew in the complete month of December 1959.

time for WFYI Roosevelt Field, New York. Wallace Dunlap, station manager, invited the students to do the station's 3:30 p.m. daily news broadcast. After a four-week trial run, the sponsor, Postur Line Shoes, signed a 52-week contract.

Wins award ▪ WBZ Boston personality, Carl deSuze, has been awarded the first annual world affairs citation by the New Hampshire Council on World Affairs. The award, which was accompanied by a congratulatory telegram from Secretary of State Christian A. Herter, was offered in recognition of Mr. deSuze's "active efforts in the cause of informed, responsible citizenship in the vital area of world affairs."

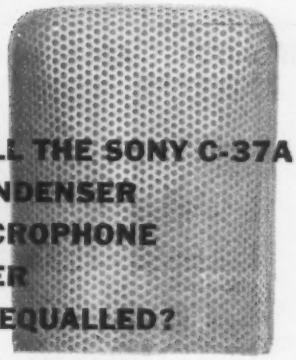
Solid promo ▪ WVEC-TV Norfolk-Hampton, Va., which published a coloring book for children featuring the station's "Bungles & His Friends," found the book sold out within the week. About 10,000 of the books were published and distributed to advertisers on the *Bungles* program, while a cross promotion by Bungles himself, telling the moppets where the books could be obtained, was initiated. WVEC-TV has had to order an additional quantity to fill demand.

NBC's promotion contest

More than 100 entries, representing 50 of the largest markets in the country, were submitted in NBC-TV's third annual promotion managers awards competition for station promotion campaigns in the 1960-61 tv season. The five winners, who will be named later this month, are being judged on achievements in four principal categories: press, advertising, promotion and showmanship in special exploitation areas. They will receive all-expense-paid, one-week trips to Hollywood, according to Al Rylander, director of NBC's promotional services department.

An audience of mayors

Over 100 American mayors were at NBC-TV's studios Nov. 26, during a debate presented on *The Nation's Future* (Sat., 9:30-10 EST). The mayors, who were attending an American municipal Assn. meeting in New York, heard a discussion between Martin Luther King Jr., integration leader, and James J. Kilpatrick, editor of the *Richmond (Va.) News Leader*, on the question of sit-in demonstrations.

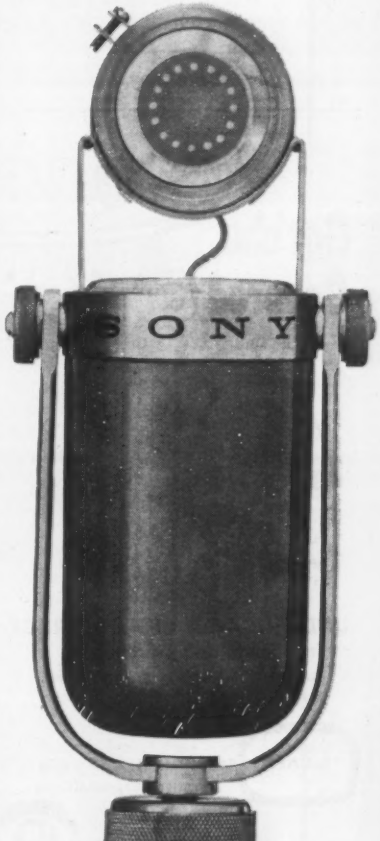


WILL THE SONY C-37A CONDENSER MICROPHONE EVER BE EQUALLED?

Probably. Within the next 5 to 6 years other manufacturers may learn the Sony technique of producing the remarkable gold membrane used in the C-37A diaphragm capsule.

Until then, the Sony must be considered the only perfect microphone in the industry. $295
(Complete with power supply.)

For information or literature write: Superscope, Inc., Dept. 3, Sun Valley, California.



SONY
SUPERSCOPE. The Tapeway to Stereo

BROADCAST ADVERTISING

Mr. Everson

Mr. John

William B. Everson and **Colin H. John,** account supervisor and account executive, respectively, at MacManus, John & Adams, Bloomfield Hills, Mich., named vps. Mr. Everson joined agency in 1948 as account executive. He was made account supervisor on Minnesota Mining & Manufacturing Co. account in 1959. Mr. John, who has been with agency since 1948, has worked on Pontiac account for 12 years. He became account executive on Pontiac in 1958.

Robert Widholm, in media department of Doherty, Clifford, Steers & Shenfield, N. Y., named broadcast media supervisor.

John J. Meskil, in media department of McCann-Marschalk, N. Y., named media director.

Louis N. Brockway, director of Young & Rubicam, N. Y., and former chairman of executive committee, named consultant to National Educational Television & Radio Center, N. Y. Mr. Brockway, who will continue as director of Y & R, joined firm in 1930 as account executive. He became vp in 1939; executive vp, 1943, and chairman of executive committee in 1958.

Smith S. Binning Jr. appointed vp and head of Storm Adv.'s new Albany, N. Y., office.

Philip H. Burrell, formerly with Edward Petry & Co., to Ogilvy, Benson & Mather, N. Y., as assistant broadcast supervisor in tv programming department.

Sue Perkins, formerly with D'Arcy Adv., joins Krupnick & Assoc., St. Louis, as executive assistant to creative director.

Mr. Bridges

Leonard Bridges appointed vp and manager of newly established New York office of Potts-Woodbury, Kansas City. Before joining Potts-Woodbury, Mr. Bridges was account executive in New York office of Needham, Louis & Brorby. He previously had been account executive at BBDO.

John Marshall, previously advertising and merchandising representative for The Great Atlantic & Pacific Tea Co.'s *Woman's Day* magazine, to Tatham-Laird, Chicago, as group merchandising executive.

Neil Bernstein, formerly with radio-tv department of Ketchum, MacLeod & Grove, Pittsburgh, to Applestein, Levinstein & Golnick, Baltimore, as administrative assistant.

Mr. Mercer

Mr. Hubbard

Guy Mercer, vp and account supervisor at Needham, Louis & Brorby, Chicago, promoted from assistant chairman to chairman of plans board, succeeding Paul C. Harper, newly-elected president. **Otis L. Hubbard Jr.,** account supervisor, elected vp. **Donald J. Dickens,** previously group copy head, named assistant head of copy department. **Joseph Gerbl,** formerly with N. W. Ayer & Son and George A. Hormel & Co., to NL&B as account executive.

Murray Lewis and **Joseph L. Bannon** appointed vps at Carl Byoir & Assoc., N. Y., national pr firm.

Eugene B. Hill appointed manager of new High Point, N. C., office of Hogan-Rose & Co., Knoxville, Tenn.

John M. Bristow, account supervisor on Sheaffer Pen Co. account in Chicago office of BBDO, named manager of office, succeeding **Wayne Tiss,** who transfers to Los Angeles office. Mr. Bristow joined BBDO in Buffalo in 1948; was transferred to Cleveland in 1956 and named office manager in 1957. Mr. Tiss joined BBDO in 1937 as copywriter and account executive, served as head of radio in Minneapolis, manager of Hollywood office, and since 1955, manager in Chicago.

Allen McGinley, formerly art direc-

UNDUPLICATED CBS COVERAGE
in Wichita and 14 other
important Kansas communities
WHEN YOU BUY KTVH . . .

BLAIR TELEVISION ASSOCIATES
National Representatives

CBS
KTVH
KANSAS
■ WICHITA AND HUTCHINSON ■

Three women named vps at Lennen & Newell

Marjorie S. Plants, Ruth Cerrone, and **Joan Chamberlain,** copy supervisors at Lennen & Newell, N. Y., elected vps. Mrs. Plants, who works on Colgate-Palmolive, joined agency in February 1957. She previously had spent nine years with Compton, last as copy supervisor. Mrs. Cerrone rejoined L & N in June, 1960, after one year as vp and copy supervisor at Kenyon & Eckhardt and three years at Dancer-Fitzgerald-Sample, in same capacity. Prior to that she had been vp and copy supervisor at Lennen & Newell for five years. She is on Vel Liquid and Karo Syrups accounts. Miss Chamberlain, formerly vp and copy group head at Ogilvy, Benson & Mather, N. Y., and copy group head at Foote, Cone & Belding, that city, came to Lennen & Newell in November 1959. She works on Best Foods-Div. of Corn Products Co. account.

Mrs. Plants

Mrs. Cerrone

Miss Chamberlain

SDX honors 'Broadcasting's' Sol Taishoff

Sol Taishoff, president of Broadcasting Publications Inc. (BROADCASTING magazine and TELEVISION magazine), is this year's recipient of Sigma Delta Chi's Wells Memorial Key award. The presentation was made Dec. 2, at the 51st annual convention of the national journalistic society, held in New York. The Wells Key is given "to that member of the fraternity who . . . has contributed most over the years in terms of service to the fraternity and to the profession of journalism." The key is named in honor of Chester Wells, who died in office as president of SDX in 1913. Mr. Taishoff, who began his career in journalism at the age of 14 as a copy boy for the Associated Press, co-founded BROADCASTING in 1931. He is its publisher and editor, as well as president of the corporation. In another SDX presentation, **Rep. John E. Moss** (D-Calif.) received the First Freedom award. Rep. Moss, chairman of the congressional subcommittee on government information, was cited for "his magnificent fight from 1955 to 1960 in behalf of the American people's right to know about government."

tor at Campbell-Ewald, Detroit, joins Kenyon & Eckhardt, that city, in same capacity.

Mr. Williams

John S. Williams, formerly of Henderson Agency, Greenville, S. C., joins Foote, Cone & Belding, N. Y., as vp and copy director of N.Y. office. Before joining Henderson, Mr. Williams was senior vp, chairman of executive committee and director, Cunningham & Walsh. Originally, he was with Newell-Emmett in copy and contact. He joined the Fletcher D. Richards agency as vp in charge of creative services, and in 1952, returned to old agency which had become Cunningham & Walsh.

Henry G. Ohrtman, formerly of Doherty, Clifford, Steers & Shenfield, N. Y., joins account staff of J. M. Mathes, that city.

Leonard V. Colson, vp, Pharmacraft Labs, Div. Joseph E. Seagram Co., N. Y., joins J. B. Williams Co., toiletries division, as director of marketing.

Mr. Aiello

Vincent F. Aiello, formerly senior vp and director of creative planning at MacManus, John & Adams, N. Y., joins creative department, Geyer, Morey, Madden & Ballard, that city. Mr. Aiello, who was with MacManus since 1958, had previously been executive vp and creative director at Kudner Agency Inc., for 14 years. He was also at one time copywriter at Grey Adv., and Paris & Peart.

Lawrence Elegant, formerly senior copywriter at McCann - Marschalk, N. Y., joins Fuller & Smith & Ross, that city, as copy supervisor. **Daniel D. Berolzheimer** named copy supervisor.

THE MEDIA

Mr. von Stade

Fred von Stade appointed general manager of WKYT (TV) Lexington, Ky., filling vacancy created by Robert Wiegand who was named general manager of WTVN (TV) Columbus, Ohio (FATES & FORTUNES, Dec. 5). Mr. von Stade has been national sales manager of WTVN since 1956. Both are Taft stations.

Edward R. Hitz retires as vp and general sales executive of NBC-TV following 32 years of service. He joined NBC as salesman in 1928 and has been with company continuously in various executive sales posts. He was named vp in 1954. Mr. Hitz plans to continue active career in sales, advertising and broadcasting.

Harry Wagner appointed program manager at WSUN-TV St. Petersburg, Fla., succeeding **Leo Ribitzki** who heads station's expanded community service programming.

Mr. Merritt

Jerrold P. Merritt, chief engineer for WICS (TV) Springfield, Ill., since 1956, appointed director of engineering for Plains Television Stations (WICS, WCHU (TV) Champaign-Urbana, WICD (TV) Danville, all Illinois).

George Rodman, director of advertising, promotion and press information for KGO-AM-TV San Francisco, assumes additional duties as public service manager.

Adrain J. Belt Jr. appointed news and promotion director of WRDW-TV Augusta, Ga. He formerly was news

TOWERS
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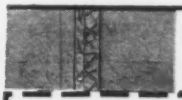
Complete installations for all communications purposes

TOWER
CONSTRUCTION CO.



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With AUTOMATION, with
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AUTO JOCKEY

Exclusive features not yet copied or duplicated

1. Automatic AUDIO cueing of announcements. (The spot does its own cueing with the advance head)
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Tel: RO 5-4086

commentator for WCHS - AM - TV Charleston, W. Va.

Joseph S. Harper named news director of WTVN (TV) Columbus, Ohio. He formerly was newscaster for WKY Oklahoma City.

Leonard A. Schindler, commercial manager, promoted to general manager of WOKY Milwaukee. **Harry Averill,** who joined station three months ago, appointed general sales manager. **John Reddy,** program director, promoted to station manager, and **Chris Lane,** formerly with KYA San Francisco, appointed program director.

Arthur Ingram, station manager of WICU Erie, Pa., promoted to general manager of WICU-AM-TV. **James A. Londot,** formerly station manager of WTOD Toledo, Ohio, succeeds Mr. Ingram as station manager of WICU.

Allen Hedgecock, formerly sales manager at WDOV Dover, Del., to WARK Hagerstown, Md., as general manager.

Mr. Evans

Paul B. Evans, formerly sales manager at WIP Philadelphia, joins Worldwide Broadcasting, Div. of Metropolitan Broadcasting Corp., as director of sales. **Norman Prouty,** former assistant radio sales manager for The Katz Agency, N. Y., joins Worldwide as network sales manager. **Melvin Olans,** who has been account executive with WW for three years, takes on added duties in merchandising and promotion services.

Lee Gorman, formerly assistant to the president, Gotham Broadcasting Corp., named general sales manager, WINS New York, replacing Charles P. LeMieux, Jr., who resigned to enter broadcast management field (BROADCASTING, Dec. 5). Mr. Gorman was executive vp and general manager of the Hildreth Network, Maine, from 1954-57.

RAB names Fogarty board chairman, elects officers

Mr. Fogarty

Frank P. Fogarty, vp and general manager of WOW Omaha, Neb., elected board chairman of Radio Advertising Bureau Inc., N. Y., succeeding **Allen M. Woodall** of WDAK Columbus, Ga. Other new members elected to RAB's board of directors: **Stephen P. Bellinger,** WRAM Monmouth, Ill.; **John F. Box,** The Balaban Stations, St. Louis; **Richard W. Chapin,** KFOR Lincoln, Neb.; **Frank Gaither,** WSB Atlanta, Ga., and **Wendell Mayes,** KBWD Brownwood, Tex. Outgoing directors include: **Kenyon Brown,** KFOX Long Beach, Calif.; **Elroy McCaw,** WINS New York; **Don Searle,** Farm & Home Radio, Grand Island, Neb.; and **Robert Wolfenden,** WMEV Marion, Va.

RAB officers re-elected for 1961 were **Kevin B. Sweeney,** president; **Miles David,** vp and director of promotion; and **William L. Morison,** assistant secretary-treasurer. **Weston C. Pullen Jr.,** Time Inc. was elected secretary of RAB board, succeeding Mr. Fogarty, while **Harold Krelstein,** Plough Broadcasting Corp., Memphis, Tenn. was named to succeed the late **Alex Keese,** WFAA Dallas, as treasurer.

Four new committees were also named. They are: Executive Committee: Mr. Pullen, chairman; **Arthur Hull Hayes,** CBS Radio, New York; **John S. Hayes,** Washington Post Broadcast Div.; Washington, D. C.; Mr. Woodall; **Victor C. Diehm,** WAZL Hazelton, Pa. and **Hugh K. Boice Jr.,** WEMP Milwaukee. By-Laws Committee: **Donald H. McGannon,** WBC, New York, chairman; **Herbert Evans,** Peoples Broadcasting Corp., Columbus, Ohio; **William E. Rine,** Storer Broadcasting Co., Miami Beach.

Finance Committee: Mr. Krelstein, Chairman; **Stephen Riddleberger,** ABC Radio, New York; **Lester Smith,** KJR Seattle; **Edwin K. Wheeler,** WWJ Detroit; **Paul Braden,** WPFB Middletown, Ohio; **George Comte,** WTMJ Milwaukee, and **John Kluge,** Kluge Stations, Washington, D. C. Membership Committee: **Gustav K. Brandborg,** KVOO Tulsa, Okla., chairman; **Robert B. Jones Jr.,** WFBR Baltimore; **Ben Strouse,** WWDC Washington, D. C.; **Dee O. Coe,** WWCA Gary, Ind., and **F. H. Brinkley,** WENE Endicott, N. Y.

Thomas Velotta, ABC vice president for special projects, named Friday to NAB Freedom of Information Committee, succeeding **John Charles Daly,** resigned ABC vice president for news, special events and public affairs.

Thomas E. Belcher, regional sales manager of KVOO-TV Tulsa, Oklahoma, appointed acting commercial manager.

Jerry Friedman, station manager of KQBY San Francisco, appointed national sales manager for Gordon Broadcasting Co. stations (KQBY, KSDO San Diego, Calif., and KBUZ Phoenix, Ariz.). **Dwight Case,** formerly with KRAK Sacramento, named sales manager of KQBY, and **Charles A. Black,** executive vp of Gordon Broadcasting, assumes duties of general manager of KQBY.

Charles F. Bunn, formerly with sales staff of KHOL-TV Holdrege, Neb., to KMA Shenandoah, Iowa, as sales manager.

Robert McMahon, tv director since April 1958, appointed executive vp and station manager of KREX-AM-FM-TV Grand Junction, Colo. He joined KREX in 1957 as radio sales manager. Other changes at Howell stations (owner of KREX-AM-FM-TV): **Carl Anderson** and **Jerry Fitch** named vps of KREY-TV Montrose and KGNL Glenwood Springs, both Colorado, respectively.

Fred L. Vance, manager of KVOA-TV Tucson, elected president of Arizona Broadcasters Assn., succeeding **Tom Chauncey,** president and general manager, KOOL-AM-FM-TV Phoenix. Other new officers: **Sheldon Eagle,** KXIV Phoenix, vp; **Cecil Van Haaften,** KTUC Tucson, secretary-treasurer.

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CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif. WOodland 9-0770

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NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

Randy Hippler, formerly with WNEM-TV Bay City-Saginaw, Mich., to WOLF-TV Orlando, Fla., as producer-director.

Mr. Maloy

John D. Maloy, program director of WNAC Boston, promoted to director of programming for WNAC-AM-TV. Before joining WNAC in 1953, he was special events and sports announcer at WEEI Boston.

Timothy J. Canty joins radio division of Edward Petry Co., Chicago, as account executive. He formerly was with General Outdoor Advertising and Paul H. Raymer Co.

Ronald M. Gilbert, formerly general sales manager of WQTE Detroit, appointed account executive at CBS Radio Spot Sales, N. Y.

John H. Belford, owner of pr firm in Little Rock, Ark., named promotion manager of KTHS, that city.

Fred Recklin, formerly with WMBD-TV Peoria, Ill., joins staff of KPLR-TV St. Louis, as director.

Robert J. Galvin, manager of film operations for NBC-TV Network, named manager, video tape, film and kinescope operations.

Press Club officers

John P. Cosgrove, director of publications for Broadcasting Publications, Inc., last week was elected president of the National Press Club, Washington. As the first representative from the ranks of the business press to become president of the club, Mr. Cosgrove succeeds **Ed Edstrom** of the Hearst Newspapers. He assumes office Jan. 23, with formal inauguration of his one year term on Jan. 28. Mr. Cosgrove joined Broadcasting Publications, Inc. (publishers of BROADCASTING business weekly, and TELEVISION monthly) in August 1948. Other officers elected were: **George Cullen,** editor of Bureau of National Affairs, vp; **Joseph A. Dear,** Dear Publications, and **Cabell Phillips** of *The New York Times,* were elected to three year terms on the board of governors. The following were elected to one year terms: **Robert E. Lee,** Ridder Publications, secretary; **Cecil Holland,** *Washington Star,* treasurer; and **Phillip M. Swatek,** *Cincinnati Enquirer,* financial secretary.

Joseph R. Fife, general manager of KYOK Houston, appointed vp of OK Stations (KYOK; WBOK New Orleans, KAOK Lake Charles, WXOK Baton Rouge, all Louisiana; WLOK Memphis, Tenn.; WGOK Mobile, Ala.). New position is in addition to current duties.

John Rader, station manager of WCRF-FM Cleveland, appointed director of program department of WMBI-AM-FM Chicago. **Brandt Gustavson,** staff announcer and publicity director of WCRF-FM, succeeds Mr. Rader. Both stations are owned by Moody Bible Institute of Chicago.

Arthur D. Stamler joins pr staff of NAB. He formerly headed own broadcast promotion firm in Washington. Previously he was general manager of WGUY Bangor, Maine.

Bill Dahlsten, formerly promotion manager of KOFO Ottawa, to KAFM Salina, both Kansas, as operations manager. Previously he was news director of KDKD Clinton, Mo.

Mr. Kearns

J. Robert Kearns, formerly vp and managing director of WAGA Atlanta, Ga., to WYDE Birmingham, Ala., in similar capacity. Previously he was vp and managing director of WCUE (TV) Philadelphia and WBRC-TV Birmingham.

Alexander (Bill) MacCallum, assistant national program director at ABC Radio, named midwestern program director, headquartering in Chicago.

Nick Barry, co-manager of WTIG Massilon, Ohio, resigns to join member service department of Radio Advertising Bureau, New York.

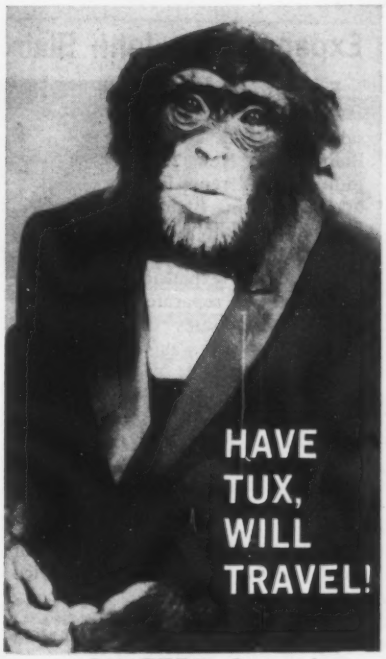
Richard Eichner, formerly account executive at WNHC-TV New Haven, Conn., joins WAVZ, that city, on sales staff.

Ralph H. Daniels Jr., account executive at CBS-TV Spot Sales, San Francisco, transfers to New York office in same capacity.

Gwen (Jones) Ellingsen, formerly of CBS Radio, joins WFYI Mineola, N.Y., as copy chief and audience promotion director. **Bill Ryan,** former district sales manager of Industry Publications, joins WVIP Mt. Kisco, N. Y., in sales department.

Herman D. Heinze appointed director of photography for WTIC-AM-TV Hartford, Conn. He has been with station three years.

Soterios (Buddy) Pappas named director of advertising and promotion for WTTG (TV) Washington, D. C. He



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NEW TOWER
Topped by GE Helical Antenna of the latest design
1,802′ above sea level
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825′ above ground
NEW TRANSMITTER
Most modern General Electric
NEW STUDIO FACILITIES
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Complete new switching equipment
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BIRMINGHAM
ALABAMA
Represented by
Harrington, Righter & Parsons

Expansion at John Blair & Co.

Mr. Heerdt

Mr. Gibson

Mr. Dwyer

Emmett Heerdt and **Jerry Gibson** appointed sales executives at John Blair & Co., New York, radio station rep. **Robert Dwyer** joins Blair on company's Blair Group Plan staff. Moves were described as expansion of Blair's two separately staffed radio sales divisions. Mr. Heerdt formerly was with CBS Radio Spot Sales, N. Y. Mr. Gibson formerly was with Robert Eastman Co., N. Y. Mr. Dwyer has been with Blair since 1954.

formerly was with WIBG Philadelphia and WBAL-TV Baltimore.

Jack Reilly, formerly producer-director in production department of KMTV (TV) Omaha, Neb., named director of station's newly created public service programming department.

William U. Schwartz joins announcing staff of WDVA Danville, Va.

Mr. Burkhart

Kent Burkhart, formerly manager and part owner of KTXL San Angelo, to KXOL Ft. Worth, both Texas, as program operations manager. Previously he was program director of WQAM Miami and was on staffs of KOWH Omaha, Neb., and WNOE New Orleans.

Peter P. Theg appointed executive vp of Broadcast Time Sales, N. Y., after serving rep firm as consultant. Mr. Theg previously was vp in charge of sales for Bartell Group. **Thomas White,** formerly of WINS New York, joins BTS sales staff.

Phil Stewart, member of news staff of KFMB San Diego, Calif., since 1956, promoted to news director.

Armand LaPointe, director of merchandising at KLAC Los Angeles, joins KHJ-AM-FM-TV, that city, in same capacity for both radio and tv, enabling KHJ stations to offer combined merchandising plans for mutual clients.

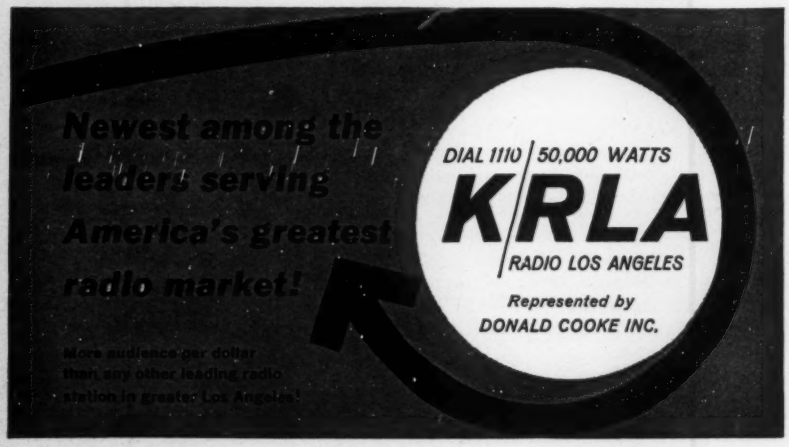
Charles Stroud, previously with promotion department at NBC Chicago, returns to WGN-AM-TV, that city, as client service director.

Robert M. Fairbanks named account executive in San Francisco office of CBS-TV Spot Sales. He has been on sales staff of KNXT (TV) Los Angeles.

Bruce Hayward, director of public affairs for KTVI (TV) St. Louis, elected chief barker of Variety Club, that city.

Foreign winner

A British subject, **Briony Sharman,** won the regional "I Speak for Democracy" contest sponsored by the Veterans of Foreign Wars and WGY Schenectady, N. Y. Miss Sharman, whose home is in Peterborough, England, is a foreign exchange student at Emma Willard School, in Troy, N. Y.


Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 / 50,000 WATTS
K/RLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

Beth Parrish appointed director of promotion and pr for WGMS Washington, succeeding **Sol Hurwitz** who joins Edward Gottlieb & Assoc., N. Y., pr firm.

Alice Weston, Karl Krug and **Bob Ford** join WIIC (TV) Pittsburgh as air personalities.

Bob Cole joins WHB Kansas City as disc jockey.

Tom Shanahan joins WEMP Milwaukee as pr and promotion director.

Ben Wechsler appointed public affairs director of KYW-TV Cleveland, succeeding **Les Biebl** who becomes traffic supervisor.

Bob (Coffeehead) Larsen returns to WEMP Milwaukee, as d.j., after 2-year absence.

Bob Robin, formerly with WGHQ Kingston, N. Y., to WAMS Wilmington, Del., as air personality.

Lee Crosby joins KHIP-FM San Francisco as disc jockey.

PROGRAMMING

Mr. McGee

William McGee, district sales manager for Eastern Div. of Independent Television Corp., N. Y., appointed sales manager of Western Div., Los Angeles. Mr. McGee joined ITC sales organization in Nov. 1958 and served as district sales manager, Western Div., before assuming his duties in N. Y. last year. From 1955-58, Mr. McGee was president and general manager of the Ferrostall Pacific Corp., international manufacturers representatives, San Francisco.

Martin Davis appointed director of advertising, publicity and exploitation for Paramount Pictures Corp. He succeeds **Jerome Pickman,** recently promoted to domestic general sales manager for Paramount.

Lloyd W. Dunn and **Alan W. Livingston** named vps of marketing and creative services, respectively, for Capitol Records. **Daniel C. Bonbright** named to supervise firm's phonograph business.

Al Morgan and **Lou Solomon** join Freddie Fields Assoc., N. Y., as writers for two projected tv series.

EQUIPMENT & ENGINEERING

James E. Archambault, president of Dormeyer Corp., elected president of Webcor Inc., which acquired firm last month. He succeeds **Titus Haffa,** who continues as board chairman. Webcor acquired Dormeyer through exchange of Webcor shares.

Edward Petry Co. announces changes

Mr. Zolp

Mr. Collins

Mr. Stahle

Junius Zolp, in tv department of Edward Petry & Co.'s Chicago office, transfers to St. Louis as manager of firm's office there. **Rollin P. Collins,** in radio department of Chicago office, succeeds Mr. Zolp. **Jack Stahle,** formerly general sales manager of KGO San Francisco, joins Petry's tv sales staff in that city. Appointments are effective Jan. 1. Changes are described as first of many in firm's expansion plans.

John H. Hauser, formerly distributor sales manager for CBS Electronics, promoted to new post of general manager, distributor sales. **Roy A. Juusola,** elevated to new post of manager, marketing service, in same CBS division. He had been manager, marketing administration.

Dr. Wilbur B. Davenport Jr. named chief scientist in Boston division of Deco Inc., antenna and communications systems producer.

J. Penn Rutherfoord, general manager of commercial apparatus and systems division of Raytheon Co., Waltham, Mass., appointed director of licensing. **Robert E. Sonnekson** succeeds Mr. Rutherfoord.

James H. Sweeney, formerly manager of marketing at General Electric Co., semiconductor products division, Syracuse, N. Y., named manager of signal diode project. **Hugh R. Lowry,** previously manager of application engineering, S. P. D., named to post of manager of signal diode engineering. Both men will continue to act in their former positions until successors are named.

Jack Ewan, formerly pr manager at Motorola Inc., Chicago, to Fuller & Smith & Ross, that city, in similar capacity. He was succeeded at Motorola by **Allen H. Center,** who rejoined electronics firm from Leo Burnett Co. (BROADCASTING, Nov. 28).

Thomas A. Pendelton joins Jansky & Bailey, Washington, D. C., as head of advanced technical development department. Firm deals in electronics engineering and communications.

Earl Olenick appointed sales manager of Oak Manufacturing Co., Chicago, producer of electrical components.

INTERNATIONAL

Don Hildebrand, formerly of CKNX Wingham, Ont., to assistant general manager of CJCH Halifax, N. S.

E. D. Conville moved from production manager to manager of CHEC Lethbridge, Alta. **J. C. Waddell** named production manager.

Johnny Esau, CKRC Winnipeg, Man., appointed sports director of CFTO-TV Toronto.

Frank H. R. Pounsett, of Philips Electronics Industries Ltd., Toronto, elected president of Canadian Radio Technical Planning Board. **C. J. Bridgland,** Canadian National Telegraphs, Toronto, was re-elected vp. Canadian Radio Technical Planning Board is nonprofit organization which makes recommendations to Canadian government, to electronics industry, and to all users of electronic products on best use of radio frequencies. These recommendations are made to prevent interference with radio, tv and other commercial communication services. Members include broadcasters.

DEATHS

Roy L. Matson, 52, director of Badger Broadcasting Co. (WIBA Madison, Wis.) and Journal Publishing Co. and editor of *Wisconsin State Journal,* died Dec. 3 of heart attack suffered Nov. 28.

Everett A. Lande, 43, account executive at WIND Chicago, died of coronary Nov. 27 in Waukegan, Ill. Before joining station in 1944, he was in program department at NBC.

William Lister, 33, sports director at WMTV (TV) Madison, Wis., died of virus infection Dec. 3 after long illness. He joined station in 1956.

Samuel R. Zack, 76, retired labor relations consultant, died Dec. 5 of heart ailment, at his home in New York. Mr. Zack conducted radio programs on labor arbitration on WMCA New York and WWDC Washington, D. C., for eight years.

Austin J. Scannell, 62, executive in BBDO's pr department, died Dec. 1, at North Shore Hospital, Manhasset, L. I., after heart attack.

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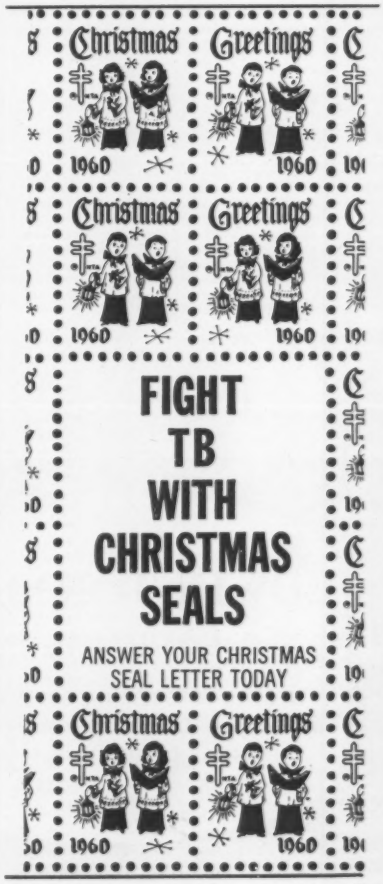

STATION AUTHORIZATIONS, APPLICATIONS

As compared by BROADCASTING: Dec. 1 through Dec. 7. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communication authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. ed—educational. Ann.—Announced.

New am station

ACTIONS BY FCC

Gaithersburg, Md. — **Nick J. Chaconas.** Granted 1150 kc, 1 kw DA-D. Post office address 5120 Waukesha Rd., Washington 16, D. C. Estimated construction cost $45,100, first year operating cost $42,500, revenue $52,000. Mr. Chaconas is former chief engineer, WGMS-AM-FM Bethesda, Md.-Washington. Announced Dec. 7.

APPLICATIONS

Cuthbert, Ga.—Radio Cuthbert 1510 kc, 1 kw D. P. O. address c/o William M. Forshee, Box 7, Ashburn, Ga. Estimated construction cost $23,750, first year operating cost $28,500, revenue $36,000. Principals include **William M. Forshee, Esther W. Shepherd, Donald H. Wingate,** 33⅓% each. Mr. Forshee and Mrs. Shepherd have interest in WAAG Adel, Ga. Mr. Wingate is employe of WAAG. Ann. Dec. 7.

Lindstrom, Minn.—Chicago County Bcstg. Co. 1380 kc, 500 w D. P. O. address Lindstrom, Minn. Estimated construction cost $12,080, first year operation cost $22,000, revenue $34,000. **Robert W. Koehn,** sole owner, owns service station. Ann. Nov. 30.

Paynesville, Minn.—Paynesville Bcstg. Co. 1300 kc, 500 w D. P. O. address Paynesville, Minn. Estimated construction cost $12,500, first year operation cost $21,000, revenue $41,000. **R. Earle Le Masurier,** sole owner, owns newspaper. Ann. Dec. 7.

Doniphan, Mo.—Jack G. Hunt 1500 kc, 1 kw D. P. O. address Box 424. Estimated construction cost $15,898, first year operation cost $24,000, revenue $28,000. **Dr. Hunt** is optometrist. Ann. Nov. 30.

Coos Bay, Ore.—Ukiah Radio 1290 kc, 5 kw D. P. O. address 701 9th St., Crescent City, Calif. Estimated construction cost $25,840, first year operation cost $54,000, revenue $66,000. Principals include **Joseph F. Sheridan** and **Norman R. Oberst,** equal partners. Mr. Sheridan owns KURY Brookings, Ore. Mr. Oberst is employe of KURY. Ann. Dec. 6.

Existing am stations

APPLICATIONS

KYND Tempe, Ariz.—Cp to increase power from 10 kw. to 50 kw and install new trans. (1580kc) Ann. Nov. 30.

WGAA Cedartown, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340kc) Ann. Dec. 6.

WAMV East St. Louis, Ill.—Cp to increase daytime power from 500 w to 1 kw. (Requests waiver of sec. 3.188[d] of Rules) (1490 kc) Ann. Nov. 7.

WMOU Berlin, N. H.—Amendment to BP-12,600 (to change frequency, increase power, install DA night and day DA-2) and new trans., changes in ground system and deletion of remote control operation of trans. for change in frequency, from 600 kc to 1230 kc, change power from 500 w night, 5 kw day to 250 w night, 1 kw day and change type trans. Ann. Nov. 30.

WISN Milwaukee, Wis. — Amendment to BP-13,894 (which requested change in frequency, increase power, change ant.-trans. location, make changes in DA system, changes in ground system and new trans.) to change daytime power from 10 kw to 50 kw, make changes in DA system, change from DA-1 to DA-2 and change type trans. (1130kc) Ann. Nov. 30.

WODY Bassett, Va.—Cp to increase power from 250 w to 500 w. (900kc) Ann. Dec. 6.

New fm stations

ACTIONS BY FCC

St. Louis, Mo.—Columbia Bcstg. System Inc. Granted 103.3 mc, 28 kw. Ant. height above average terrain 900 ft. P. O. address 485 Madison Ave., N. Y., N. Y. Estimated construction cost $49,800, first year operation cost $8,870. Fm applicant will duplicate KMOX St. Louis. Ann. Nov. 30.

Dallas, Tex.—W. B. Carver. Granted 106.9 mc, 32 kw. Ant. height above average terrain 360 ft. P O. address 3229 Monte Carlo Dr. Estimated construction cost $22,125, first year operation cost $20,200, revenue $17,650. Mr. Carver owns fire equipment company. Ann. Nov. 30.

APPLICATIONS

Pasadena, Tex.—Felix H. Morales, 92.5 mc, 17 kw. Ant. height above average terrain 183.8 ft. P. O. address 2903 Canal St., Houston, Tex. Estimated construction cost $20,575, first year operating cost $3,000, revenue, $5,000. Mr. Morales, sole owner, owns funeral home. Ann. Dec. 7.

Warrenton, Va.—United States Transdynamics Corp. 107.7 mc, 3.6 kw. Ant. height above average terrain 803 ft. P. O. address 5232 Lee Highway, Arlington, Va. Estimated construction cost $27,385, first year operating cost $18,000, revenue $12,000. **Arthur W. Arundel** is sole owner of corporation. Ann. Dec. 7.

Buffalo, N. Y.—Donald B. Crawford 99.5 mc, 110 kw. Ant. height above average terrain 642 ft. P. O. address 1230 E. Mermaid Lane, Philadelphia, Pa. Estimated construction cost $56,488, first year operating cost $35,000, revenue $40,000. Mr. Crawford is employe of WPCA-TV Philadelphia. Ann. Dec. 7.

Beaumont, Tex.—Woodland Bcstg. Co. 95.1 mc, 2.405 kw. Ant. height above average terrain 426 ft. P. O. address Box 2953, Houston, Tex. Estimated construction cost $10,990, first year operating cost $9,000, revenue $12,000. **Gerald R. Proctor,** sole owner, is construction accountant. Ann. Dec. 6.

Ownership changes

ACTION BY FCC

■ Commission en banc, by Comrs. Ford (Chrm.), Bartley, Craven, Cross and King, took following action on Nov. 30:

WSSB Durham, N. C.—Granted (1) renewal of license and (2) transfer of control from **Edgar L. Clinton, Benjamin, Adele C.** and **Martin Shedleski** to **WSSB Inc.** (**James S. Beattie,** president, has interest in WPET Greensboro, N. C., and WBUT AM-FM Butler, Pa.); consideration approximately $259,820. Comr. Bartley dissented to transfer.

APPLICATIONS

KAIR Tucson, Ariz. — Seeks transfer of control of **KAIR Bcstg. Inc. Andrew J. Griffith Jr.,** 50%, will transfer his interest to **Josephine Griffith** sole owner (presently owns 50%). Mr. and Miss Griffith are brother and sister. Ann. Dec. 7.

KPON Anderson, Calif.—Seeks assignment of license from **Universal Electronics Network** to **Big Four Bcstg.** for $55,000. Principals include **Frederick S. Van Dyke, Ted E. Randal, Cleon W. Enis, Raymond B. Golden,** 25% each. Mr. Van Dyke is in farming. Mr. Randal owns radio programming company. Mr. Enis is employe of KEWB Oakland, Calif. Mr. Golden is employe of KAYO Seattle, Wash. Ann. Dec. 6.

KFOX-AM-FM Long Beach, Calif.—Seeks transfer of control of **KFOX Inc.** from **Kevin B. Sweeney,** 32%, **Harry L. (Bing) Crosby Jr., Kenyon Brown, George L. Coleman, Joseph A. Thomas,** 17% each, to **Robert Symonds** and **Max Reznick,** equal partners. Purchase price is difference between $850,000 and unpaid balance on promissory note and agreement not to compete. Mr. Reznick has interest in WABW Annapolis, Md., and has conducted a program on WARL Arlington, Va. and WTTG-TV Washington, D. C. Mr. Symonds has interest in investment company. Ann Dec. 6.

WINY Putnam, Conn.—Seeks assignment of cp from **Herbert C. Rice** to **Winny Bcstg. Co.** Change to corporate form of business with no financial transaction involved. Ann. Dec. 7.

KTEE Idaho Falls, Idaho—Seeks transfer of control of **Benay Corp.** from **John P. Gallagher,** sole owner, to **Howard W. Martineau,** sole owner, for $5,800 plus $1,000 note. Mr. Martineau has interest in KRDG Redding, Calif. Ann. Dec. 6.

WYCA(FM) Hammond, Ind., WDAC(FM) Lancaster, Pa. and **WMUZ(FM) Detroit, Mich.**—Seek involuntary assignment of license and **WMFP(FM) Fort Lauderdale, Fla.** and **KDMI(FM) Des Moines, Iowa**—Seek involuntary assignment of cp from **Percy B. Crawford,** deceased, to **Ruth B. Crawford,** executrix of estate. Ann. Dec. 7.

KRNT-AM-TV Des Moines, Iowa and **WHTN-TV Huntington, W. Va.**—Seek assignment of license from **Cowles Bcstg. Co.** to **Cowles Magazines and Bcstg. Inc.** Merger of two companies, owned by Cowles family, into one company. No financial transaction of change of interest involved. Ann. Dec. 6.

WHAI-AM-FM Greenfield, Mass.—Seek assignment of license from **Franklin County Trust Co.,** 99.4%, executor of estate of **John W. Haigis,** deceased, to **John W. Haigis Jr.** according to terms of will and agreements between family members. Ann. Nov. 30.

WGIR Manchester, N. H.—Seeks assignment of license from **Northeast Bcstg. Corp.** to **Knight Radio Inc.** for purchase price of $327,500, subject to adjustment. **Knight Radio Inc.** is headed by **Norman Knight,** president. Ann. Dec. 7.

WSTP-AM-FM Salisbury, N. C. — Seeks transfer of control of **WSTP Inc.** Transfer of 52% interest from **John J. Ikner Jr.,** 20%, **Theodore W. Austin,** 28%, and **Margaret T. Austin,** 4% (husband and wife) to **Thomas D. Harrell Jr.,** 68% (presently owns 30%) and **Margaret L. Harrell,** 32% (presently owns 18%), for $41,524. Ann. Dec. 6.

KWAY Forest Grove, Ore.—Seeks involuntary transfer of control from **Percy B. Crawford,** deceased, to **Ruth M. Crawford,** executrix of estate. Ann. Dec. 7.

WMSC Columbia, S. C.—Seeks transfer of control of **WMSC Radio Corp.** Transfer of approximately 40% interest by **O. Beirne** and **Lote Chisolm** back to company for $30,765. This will leave **C. Wallace** and **Nancy M. Martin,** 60%, as sole owners of company. Ann. Dec. 7.

KECK Odessa, Tex.—Seeks assignment of license from **Ben Nedow** to **Radio Industries Inc.** Change to corporate form of business with no financial transaction involved. Ann. Dec. 7.

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& COMPANY, INC.
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FINANCIAL ADVISERS
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WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Dec. 7

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,495	39	109	836
FM	746	58	209	92
TV	480	16[2]	113	102

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Dec. 7

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

As reported by FCC through Oct. 31, 1961

	AM	FM	TV
Licensed (all on air)	3,483	732	477[1]
CPs on air (new stations)	43	53	16[2]
CPs not on air (new stations)	106	205	112
Total authorized stations	3,632	990	659
Applications for new stations (not in hearing)	621	64	34
Applications for new stations (in hearing)	186	35	70
Total applications for new stations	807	99	104
Applications for major changes (not in hearing)	574	40	34
Applications for major changes (in hearing)	273	7	18
Total applications for major changes	847	47	52
Licenses deleted	0	0	0
Cps deleted	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and on which has not started operation.

KONP Port Angeles, Wash.—Seeks transfer of control of **Radio Pacific Inc. Mae W. Duckering**, 26½%, and **Dorothy W. Wenner**, 26½%, will transfer 53% interest of **Port Angeles Evening News**, parent company of licensee, to **C. N. Webster**, 100% owner (formerly owned 40%) for $236,394. Mmes. Duckering, Wenner, and Webster are sisters. Ann. Dec. 6.

WHTN-TV Huntington, W. Va.—Seeks assignment of license from **Cowles Bcstg. Co.** to **Reeves Bcstg. & Development Corp.** for $1,925,000. Reeves is licensee of WUSN-TV Charleston, S. C. (See KRNT-AM-TV Des Moines, Iowa.) Ann. Dec. 6.

WKTL Sheboygan, Wis.—Seeks assignment of license from **Richard P. McKee**, sole owner, to **Sheboygan Radio Inc.** Change to corporate form of business with no financial transaction involved. Principals now include **Richard P. McKee**, 51%, and **Virginia A. McKee**, 49% (husband and wife). Ann. Dec. 6.

WHOO Radio Inc., licensee of **WHOO-AM-FM Orlando, Fla.**; **WCMI Inc.**, licensee of **WCMI-AM-FM Ashland, Ky.**; and **Frankfort Bcstg. Co.**, licensee of **WFKY Frankfort, Ky.**—Seeks assignment of license to **Bluegrass Bcstg. Co.**, licensee of **WVLK Lexington, Ky.** Transaction involves sale by **Donald J. Horton** of 25.3% interest in WFKY and 26.9% interest in WVLK in exchange for cancellation of promissory notes due to companies. With severence of Mr. Horton, stockholders in Bluegrass Bcstg. Co. will be **G. D. Kincaid**, 57.7%, **Frank G. Trimble** and **Ken Hart**, 14.2% each, **Ralph G. Worster**, 9.4%, and **John Rutledge**, 4.5%. At same time **Mr. Horton** will be purchasing 51% interest of **WOMP-FM Bellaire, Ohio.** (See below.) Ann. Dec. 6.

WOMP-AM-FM Bellaire, Ohio—Seeks transfer of control of **WOMP Inc.** Transfer of 51% interest from **G. D. Kincaid** to **Donald J. Horton**, sole owner (presently owns 49%). Ann. Dec. 6.

Hearing cases

FINAL DECISION

■ By decision, commission granted application of Nick J. Chaconas for new am station to operate on 1150 kc, 1 kw-D, 500 w-N, DA, in Gaithersburg, Md., and denied mutually exclusive applications of Tri-County Bcstg. Co., Laurel, Md., and TCA Bcstg. Corp. (5 kw-D, 500 w-N), College Park, Md. Comrs. Bartley and King not participating. Aug. 12, 1959 initial decision looked toward this action. Ann. Dec. 7.

■ By order, commission dismissed petition by Greater Boston Tv Corp. requesting commission to appoint trustee to take over financial operation of WHDH-TV (ch. 5), Boston, Mass. Effectiveness of commission's July 14 decision in Boston ch. 5 proceeding was stayed by Court of Appeals Order of Oct. 7, thus rendering instant petition moot. Comrs. Craven and King not participating. Ann. Dec. 7.

■ By memorandum opinion and order, commission granted petition by Norfolk Bcstg. Corp. for severance from consolidated hearing in dockets 13090 et al., and granted its application to increase daytime power of WNOR Norfolk, Va., from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; engineering condition. Comrs. Lee, Cross and King dissented. Ann. Dec. 7.

STAFF INSTRUCTIONS

■ Commission on Dec. 7 directed preparation of document looking toward denying petition by Capitol Bcstg. Co. for rehearing and oral argument on Sept. 13 decision which denied its application for new am station to operate on 730 kc, 500 w, DA, D, in East Lansing, Mich., and which dismissed for failure to prosecute similar application of W. A. Pomeroy for new station on 730 kc, 250 w, D, in Tawas City-East Tawas, Mich. Ann. Dec. 7.

INITIAL DECISION

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Radio Station KMUL to increase power of KMUL Muleshoe, Tex., from 500 w to 1 kw, continued operation on 1380 kc, D. Ann. Dec. 1.

OTHER ACTIONS

■ Commission is, by letter, informing 37 broadcast stations that sanctions may be invoked against them for failure to respond to letters of September and October seeking further information on their replies to commission's December 1959 request of all broadcast stations to furnish information about unannounced paid or furnished program material and what they are doing about it. They are: KASL Newcastle, Wyo. KCKC San Bernardino, Calif. KDIX-TV Dickinson, N. D. KEYT(TV) Santa Barbara, Calif. KFUO-FM Clayton, Mo. KFML Denver, Colo. KHAM Albuquerque, N. M. KIHN Hugo, Okla. *KHPC-FM Brownwood, Tex. KKAS Silsbee, Tex. KMEO Omaha, Neb. KORK Las Vegas, Nev. KROC-AM-TV Rochester, Minn. KTER Terrell, Tex. KTRY Bastrop, La. KUEQ Phoenix, Ariz. KWNA Winnemucca, Nev. KZEY Tyler, Tex. WAIM-AM-TV Anderson, S. C. WAND Canton,

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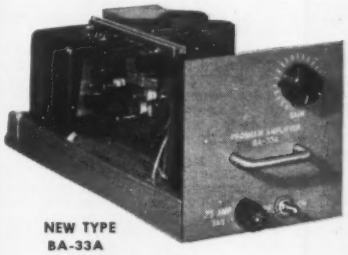

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Ohio. WCBQ Whitehall, Mich. WDIX Orangeburg, S. C. WDLT Indianola, Miss. WDXR Paducah, Ky. WFPR Hammond, La. WGIR Manchester, N. H. WLAQ Rome, Ga. WLSB Copperhill, Tenn. WMAB Munising, Mich. WMRP Flint, Mich. WMDD Fajardo, P. R. WORX-FM Madison, Ind. WQMM(FM) Memphis, Tenn. WVNA Tuscumbia, Ala. WNCO-FM Ashland, Ohio.

■ By memorandum opinion and order, commission denied petition by National Broadcasting Co. Inc. (WRCV) Philadelphia, Pa., to withhold action on application of Sunbury Bcstg. Corp., to change facilities of am station WKOK Sunbury, Pa., from 1240 kc, 250 w, unl. to 1070 kc, 1 kw-N, 10 kw-LS, DA-2. Chrmn. Ford dissented; Comr. King not participating. Ann. Dec. 7.

■ By memorandum opinion and order, commission denied request by Florida-Georgia Tv Co., (WFGA-TV) for modification of hearing order and issues in Jacksonville, Fla., tv ch. 12 reopened proceeding. Comr. Lee dissented, with statement; Comrs. Craven and King not participating. Ann. Dec. 7.

■ By memorandum opinion and order, Commission denied request by Illiway Tv Inc., and Moline Tv Corp. to reopen record in Moline, Ill., tv ch. 8 comparative proceeding to take further testimony regarding stockholder in applicant Community Telecasting Corp.; also denied Community's motion to strike and expunge false and defamatory matters. Comr. Cross dissented as to motion to strike; Comr. King not participating. Ann. Dec. 7.

■ By memorandum opinion and order, commission granted petition by Hennepin Bcstg. Assoc., Minneapolis, Minn., and enlarged issues in proceeding on its am application, et al., to include determination of financial and other qualifications of Robert E. Smith, River Falls, Wis. Chrm. Ford and Comr. Cross and King dissented, latter with statement. Ann. Dec. 7.

■ By memorandum opinion and order, commission (1) denied joint petition by Walter L. Follmer, Hamilton, Ohio, and Interstate Bcstg. Co., (WQXR) New York, N. Y., for reconsideration and grant of their am applications and (2) denied conditional petition by Follmer for leave to amend his application to specify location at Fairfield in lieu of Hamilton. Comrs. Hyde and King dissented, latter with statement. Ann. Dec. 7.

■ By memorandum opinion and order, commission denied joint petition by Coastal Tv Co. and Supreme Bcstg. Co., applicants for tv ch. 12 in New Orleans, La. to determine whether minimum mileage separation rules should be waived in favor of alternative ant. site in event air hazard issue (now sole issue) with respect to their presently proposed ant. sites should be resolved adversely. Denial renders moot petitioners' request to add KHMA (ch. 11), Houma, La., and WJTV (ch. 12), Jackson, Miss., as parties to proceeding. Comr. Craven dissented; Comr. King not participating.

In connection with above action, commission did not accept oppositon by Assn. of Maximum Service Telecasters to joint petition on ground that it is not party to this proceeding and has not standing to file pleadings, and addressed following letter to its attorneys:

"On September 8, 1960, you filed on behalf of Association of Maximum Service Telecasters Inc. pleading styled 'Opposition to Petition to Enlarge Issues of Coastal Tv Co. and Supreme Bcstg. Company Inc.' in New Orleans, La. ch. 12 proceeding (docket nos. 12289 and 12238). Examination of record discloses that your client has not been admitted as party to proceeding.

"Except in certain circumstances not here applicable, commission's rules do not contemplate filing of pleadings in hearing matters by non-parties. Because of references to your opposition in pleadings of parties to proceeding, commission has, in order to avoid confusion, not directed that your pleading be physically stricken from docket. However, no consideration has been given to your opposition in disposition of Coastal-Supreme petition." Ann. Dec. 7.

■ By memorandum opinion and order, commission dismissed joint request by William R. Packham and Radio Station WPCC Inc., Clinton, S. C., for leave to effectuate agreement of settlement under amended sec. 311(c) of Communications Act whereby Packham agreed to request dismissal of his application for new station to operate on 1410 kc, 500 w, D, in Hendersonville, N. C., and WPCC to reimburse him for expenses in prosecution of his application up to the amount of $1,200. Since filing of joint request for approval of agreement, acting chief hearing examiner dismissed Packham's application without prejudice (Docket 13632; BP-12394) and hearing examiner has issued initial decision looking toward granting of application of WPCC to increase power from 500 w to 1 kw, continued operation on 1410 kc, D, using ant. site now licensed (Docket 13633; BP-13744), making specific findings of type required by sec. 311(c). In light of these actions, commission feels public interest in orderly administration would best be served by dismissing instant request and withholding action on its substance until the initial decision is before Commission for review. "However," commission stated, "this matter points-up need for interim procedure with respect to agreements not contemplating merger (1) but contemplating making of any direct or indirect payment to any party in consideration of withdrawal of his application, pending promulgation of revised rules pursuant to recent amendment of sec. 311 of Communications Act. Hereafter, until promulgation of said revised rules, petitions to dismiss shall incorporate copy of parties' agreement, and shall be submitted to chief hearing examiner who shall make initial determination of whether agreement meets standard of sec. 311(c) and shall issue order fully stating facts on which his determination is based. In event he determines that sec. 311(c), he shall then take such action on petiton to dismiss as may be appropriate under authority delegated him by sec. 0.224 of rules. The determination of the Chief Hearing Examiner shall be reviewed by commission at time it considers initial decision. (2) Property of mergers of interests of competing applicants are initially determined by hearing examiner pursuant to sec. 1.363 of rules." Comr. Bartley dissented; Comr. King not particpating. Ann. Dec. 7.

■ By memorandum opinion and order, commission reopened record in proceeding on applications of Audiocasting of Texas Inc., for new am station to operate on 1580 kc, 500 w-N, 1 kw-D, DA-2, in Waco, Tex., and Horace K. Jackson Sr., for new station on same frequency with 250 w, D, in Gatesville, Tex. (Dockets 12876-7) and remanded proceeding to hearing examiner for further hearing to determine whether agreement between applicants whereby Jackson would withdraw his application and receive 25 percent of voting stock of Audiocasting is permissible under revised sec. 311(c) of Communications Act, and for supplemental initial decision. Comr. Bartley dissented. Ann. Dec. 7.

■ By memorandum opinion and order, commission granted petition for reconsideration by Shenandoah Life Stations Inc., and

CIRCULARS OF IFRB

The Commission has been informed by the Secretary-General, International Telecommunication Union, Geneva, Switzerland, of Decision No. 251 of the Administrative Council concerning the weekly circulars of the IFRB. The decision provides that, as from Jan. 1, 1961, the weekly circulars will be sold under the same conditions as service documents. On the basis of the number of copies so far ordered and of the present volume of circulars, the price of the annual collection should be approximately 400 Swiss francs.

Orders should be addressed directly to the "Secretary-General, International Telecommunication Union, Switzerland," accompanied by an international money order in the appropriate amount. Orders should indicate the title of the publication and the number of copies.

Copies will not be available from the FCC.

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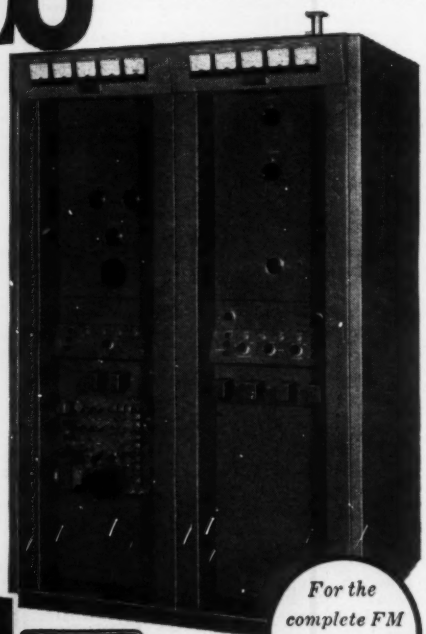

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granted its application to change daytime DA system of WSIS Roanoke, Va., continued operation on 610 kc, 1 kw-N, 5 kw-LS, DA-2. Comr. King not participating. Ann. Dec. 7.

■ By order, commission granted petition by Fisher Bcstg. Co. and accepted its late appearance to participate in Dec. 15 oral argument in proceeding on its application and Tribune Publishing Co. for new tv stations to operate on ch. 2 in Portland, Ore. Ann. Dec. 7.

■ By order, commission stayed effective date of Oct. 20 initial decision which looked toward granting applications of Zephyr Bcstg. Corp. for new am station in Zephyrhills, Fla., to operate on 1400 kc, 250 w, unl., with condition, and Myron A. Reck to increase daytime power of WTRR Sanford, Fla., from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N pending further review by Commission. Ann. Dec. 7.

■ By memorandum opinion and order, commission granted petitions by Brennan Bcstg. Co. (WAPE) Jacksonville, Fla., to extent of (1) setting aside June 2 order which dismissed that portion of its application seeking 25 kw nighttime operation with DA; (2) granted leave and accepted amendment to specify 10 kw night power, location and DA to conform to requirements of new NARBA and retained amended application in hearing status with no change in file number (docket 8584; BP-6222), and (3) reopened record and remanded proceeding for further hearing to determine whether interference received from any existing station would affect more than 10 percent of population within normally protected primary service area of instant proposal of WAPE, in contravention of sec. 3.28(c) (3) of rules and, if so, whether circumstances exist which would warrant waiver of that section, and ordered issuance of supplemental initial decision. Ann. Dec. 7.

■ By memorandum opinion and order, commission denied petitions by Robert A. Riesman for review of (1) hearing examiner's order refusing participation as "public witness" and (2) chief hearing examiner's order denying intervention, in New Bedford, Mass., tv ch. 6 proceeding (dockets 12433-5); dismissed Riesman motions to stay proceedings, enlarge issues and for leave to file reply; and dismissed as moot joint motions by E. Anthony & Sons Inc., Eastern States Bcstg. Corp., and New England Tv Co. (applicants) for leave to file oppositions. Ann. Dec. 7.

■ By memorandum opinion and order, commission denied petitions by Springhill Bcstg. Co., Mobile, Ala., and Northwest Mississippi Bcstg. Co., Senatobia, Miss., for enlargement of issues relative to qualifications of Philip B. Rosenthal, tr/as Cosmopolitan Bcstg. Co. (seeking new stations in New Orleans, La., and Memphis, Tenn.) in am consolidated proceeding in dockets 12615 et al. Comrs. Bartley and King not participating. Ann. Dec. 7.

■ By memorandum opinion and order, commission denied petition by Donald H. McDonald, trustee of permittee of WTVW (TV) (ch. 7), Evansville, Ind., for review of examiner's ruling denying his request to inspect certain confidential reports which had allegedly been in the possession of and used by counsel for Broadcast Bureau in proceeding on order to show cause why authorization for WTVW should not be modified to specify operation on ch. 31 in lieu of ch. 7 (docket 11757); also denied request for oral argument. Ann. Dec. 7.

Routine roundup

ACTIONS ON MOTIONS

By Chairman Frederick W. Ford

■ Dismissed motion by Signal Hill Telecasting Corp. to correct transcript of oral argument which was held on Oct. 13 in Springfield, Ill., deintermixture rulemaking remand proceeding in dockets 11747 and 12936. Action Nov. 30.

By Commissioner Robert T. Bartley

■ Granted petition by Gila Bcstg. Co., and extended to Dec. 2 time to reply to pleading of Broadcast Bureau in response to Gila's petition for reconsideration and grant in proceeding on its applications for renewal of licenses and assignment of license of stations KCKY Coolidge, Ariz., et al. Action Nov. 29.

■ Granted petition by Broadcast Bureau and extended to Nov. 30 time to file exceptions to initial decision in proceeding on application of WPGC Inc. (WPGC) Morningside, Md. Action Nov. 29.

■ Granted petition by Bay Area Electronic Associates and extended to Jan. 3, 1961 time for all parties to file exceptions to initial decision in proceeding on its application for new am station in Santa Rosa, Calif. Action Nov. 30.

By Commissioner John S. Cross

■ Granted petition by Broadcast Bureau and extended to Dec. 16 time for parties to submit their briefs in proceeding on application of International Good Music Inc., for new fm station in San Diego, Calif. Action Dec. 5.

■ Granted petition by Coral Tv Corp., and extended to Dec. 13 time to file reply exceptions and briefs in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action Dec. 5.

■ On own motion, because of illness of presiding hearing examiner, cancelled Dec. 9 further hearing, Dec. 19 date for filing proposed findings, and Jan. 5, 1961 date for replies, and new dates will be specified in near future by presiding hearing examiner in proceeding on am applications of Hartsville Bcstg. Co. (WHSC) Hartsville, S. C., et al. Action Dec. 5.

■ On own motion, because of illness of presiding hearing examiner, cancelled Dec. 9 date for exchange of direct cases, Jan. 9, 1961 hearing, Jan. 23, 1961 date for notification of witnesses desired for cross-examination and Feb. 6, 1961 further hearing in Wilmington, Del., tv ch. 12 proceeding, and new dates will be specified, in near future, by presiding hearing examiner. Action Dec. 5.

By Chief Hearing Examiner James D. Cunningham

■ On own motion, because of illness presiding hearing examiner in proceeding on am applications of Radio Carmichael, Sacramento, Calif., et al, cancelled Dec. 5 further prehearing conference and Nov. 28 date for exchange of preliminary drafts of engineering exhibits with new dates to be later specified; dismissed petition by Golden Gate Bcstg. Corp. (KSAN) San Francisco, Calif. "For Extension of Time." Action Nov. 29.

■ Granted motion by KGFF Bcstg. Co., (KGFF) Shawnee, Okla., and revised Oct. 13 order to extend time for exchange of preliminary drafts of engineering exhibits from Dec. 1 to Dec. 8, and time for exchange of final sworn engineering and lay exhibits from Dec. 21 to Dec. 28 in proceeding on its am application, et al. Action Nov. 29.

■ Scheduled oral argument for Dec. 7 on petition by Crystal Bcstg. Co., for dismissal of its application for new am station in Crystal, Minn., without prejudice. Action Nov. 30.

■ Granted petition by Community Bcstg. Service Inc. (WWBZ) Vineland, N. J., to extent that it seeks dismissal of its application; dismissed am application with prejudice. Application was consolidated for hearing with dockets 13711 et al. Action Nov. 30.

■ Granted petition by W. R. Frier (WBHF) Cartersville, Ga., and continued Dec. 5 hearing to date to be specified by subsequent order in proceeding on its am application. Action Dec. 2.

■ On own motion, because of illness of presiding hearing examiner, continued indefinitely Dec. 12 hearing, and in near future new date will be specified by presiding hearing examiner in proceeding on applications of East Texas Transmission Co., for new fixed video radio stations S. W. of College Mound, 1.3 miles N.W. of Colfax, and in Tyler, all Texas. Action Dec. 5.

By Hearing Examiner Basil P. Cooper

■ Dismissed as moot petition by Radio Georgia to continue *sine die* Nov. 29 hearing in proceeding on its application and that of A. S. Riviere for new am stations in Thomaston and Barnesville, both Georgia. Action Nov. 29.

■ Granted joint motion by applicants and continued date of evidentiary hearing from Dec. 20 to Jan. 26, 1961, and scheduled prehearing conference for Jan. 9, 1961 in proceeding on applications of Martin Theatres of Georgia Inc. (WTVM) and Columbus Bcstg. Co., (WRBL-TV) Columbus, Ga., for mod. of cps. Action Nov. 29.

By Hearing Examiner Thomas H. Donahue

■ Formalized Nov. 23 oral ruling, and granted joint petition of Inter-Cities Bcstg. Co., Livonia, Mich., and Peoples Bcstg.

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Corp., for continuance of date for submission of rebuttal exhibits by Inter-Cities from Nov. 24 to Jan. 16, 1961, and for further hearing from Dec. 12 to Jan. 30, 1961, in proceeding on Inter-Cities am application. Action Nov. 28.

■ Formalized Nov. 23 oral ruling and granted joint petition of Inter-Cities Bcstg. Co. and Peoples Bcstg. Corp. for following changes in calendar of events governing proceeding on am application of Inter-Cities, Livonia, Mich.; continued from Nov. 24 to Jan. 16, 1961 date for submission of rebuttal exhibits by Inter-Cities, and continued further hearing from Dec. 12 to Jan. 30, 1961. Action Nov. 28.

■ Formalized Nov. 22 oral ruling, granted petition by S & W Enterprises Inc., Woodbridge, Va., and extended from Nov. 25 to Nov. 29 time to file reply findings in proceeding on S & W's am application, et al. Action Nov. 28.

By Hearing Examiner Charles J. Frederick

■ On request by Broadcast Bureau, continued Dec. 15 hearing to Dec. 21 in proceeding on am applications of Columbia River Bcstrs. Inc., Mount Vernon, Wash., et al. Action Nov. 29.

By Hearing Examiner Millard F. French

■ Granted petition by Greene County Bcstg. Co., Greeneville, Tenn., for continuance of procedural dates in proceeding on its am application, et al, and continued dates for exchange of exhibits, notification of witnesses and program logs, and the formal hearing, scheduled for Dec. 5, Dec. 15, and Jan. 4, 1961, to Jan. 9, Jan. 18 and Feb. 1, 1961, respectively. Action Dec. 5.

By Hearing Examiner Isadore A. Honig

■ Granted motion by Sunbury Bcstg. Corp., Sunbury, Pa., and extended from Dec. 6 to Dec. 20 date to file proposed findings and from Dec. 23 to Jan. 10, 1961, for replies in proceeding on its am application. Action Dec. 2.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau and extended from Nov. 28 and Dec. 2, to Dec. 2 and Dec. 9, dates to file proposed findings and replies in proceeding on applications of Berkshire Bcstg. Corp. and GROSSCO Inc., for new am stations in Hartford and West Hartford, Conn. Action Nov. 29.

■ Granted petition by Broadcast Bureau and further extended dates for filing proposed findings of fact and conclusions and replies from Nov. 30 and Dec. 15 to Dec. 12 and Dec. 28, respectively, in proceeding on application of Service Bcstg. Co., for new am station in Concord, Calif. Action Nov. 29.

■ Granted petition by Service Bcstg. Co. and reopened record in proceeding on its application for new am station in Concord, Calif., to receive in evidence service exhibit no. 1-B and closed record. Action Dec. 2.

■ Granted petition by Broadcast Bureau, and further extended dates for filing proposed findings and replies thereto, respectively from Dec. 2 and Dec. 9, to Dec. 14 and Dec. 21, in proceeding on applications of Berkshire Bcstg. Corp. and GROSSCO Inc., for new am stations in Hartford and West Hartford, both Connecticut. Action Dec. 2.

By Hearing Examiner David I. Kraushaar

■ Granted amended joint petition by applicants and extended time to file proposed findings of fact and conclusions of law until 21st day after date of release of further order by hearing examiner closing record, and record is to remain open pending further order by examiner in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al. Action Nov. 28.

■ Continued hearing from Dec. 13 to Feb. 7, 1961, in proceeding on am applications of Walterboro Radiocasting Co. (WALD) Walterboro, S. C., and Altamaha Bcstg. Co. (WBGR) Jesup, Ga., and engineering exhibits complete, but in draft form, are to be exchanged by Jan. 13, and exhibits in final form by Jan. 27, 1961, and all matters agreed upon are deemed incorporated by reference to transcript of Dec. 2 prehearing conference. Action Dec. 5.

By Hearing Examiner Jay A. Kyle

■ Upon request by applicant, scheduled Jan. 13 and 27, 1961, dates for exchange of affirmative and rebuttal engineering exhibits, and continued hearing from Dec. 19 to Feb. 3, 1961, in proceeding on am application of Hopkinsville Bcstg. Co., (WHOP) Hopkinsville, Ky. Action Nov. 28.

■ On own motion, scheduled prehearing conference for Dec. 16 and continued Dec. 12 hearing to Jan. 24, 1961 in proceeding on am applications of Bernalillo Bcstg. Co., Albuquerque, N. M., et al. Action Dec. 1.

By Hearing Examiner Forest L. McClenning

■ Scheduled oral argument for Dec. 1 on petition by Broadcast Bureau to reschedule hearing in matter of revocation of license of KWK Radio Inc., for KWK St. Louis, Mo., and afforded parties 10 minutes for presentation of argument. Action Nov. 28.

■ Granted petition by Broadcast Bureau to extent that continuance of hearing is sought in matter of revocation of license of KWK Radio Inc., for KWK St. Louis, Mo.; on hearing examiner's own motion, continued hearing to date to be subsequently specified, and scheduled Dec. 8 for prehearing conference. Action Dec. 2.

By Hearing Examiner Herbert Sharfman

■ Granted petitions by Mitchell Melof, Smyrna, Ga., and John M. McLendon, tr/as Radio Mississippi, Jackson, Miss., to extent of reopening record in proceeding on their am applications, et al. to (1) receive in evidence Smyrna exhibit 4 and evidence as to alleged Melof contribution agreement between him and Southeastern Enterprises Inc. (WCLE) Cleveland, Tenn., relating to dismissal of latter's application; and (2) to receive McLendon exhibit 3. Action Nov. 28.

■ On request by Elizabethtown Bcstg. Co. (WIEL) Elizabethtown, Ky., and without objection by other parties in proceeding on its am application, et al, continued prehearing conference from Nov. 30 to Dec. 21, and Dec. 21 hearing will be at later date. Action Nov. 28.

■ On request by Broadcast Bureau and without objection by other parties, extended from Dec. 1 to Dec. 22 time to file proposed findings and from Dec. 15 to Jan. 5, 1961, for replies, in proceeding on am applications of Wilmer E. Huffman, Prat, Kan., et al. Action Nov. 30.

BROADCAST ACTIONS

By Broadcast Bureau

■ Commission has revised its Radio Equipment List "Part A" of television broadcast equipment considered acceptable, as of Nov. 9, for use in that service, provided operation is in accordance with Commission's rules and that technical specifications as listed are not exceeded. "Type acceptance' is required for listing of trans. and translators; for monitors, "type acceptance" is required for listing.

It is not possible for Commission to print list in sufficient quantity to permit general distribution. However, copies are available for inspection at Commission's offices in Washington and at each of its field offices. Industries and other interested parties may reproduce list in whole or in part if they so desire. Arrangements may be made through Technical Research Division of Office of Chief Engineer for loan of copy for this purpose.

Actions of December 2

KDLS Perry, Iowa—Granted mod. of cp to change ant.-trans. and studio location.

WBBX Portsmouth, N. H.—Granted mod. of cp to make changes in ground system and change type trans.

KBEY(FM) Kansas City, Mo.—Granted mod. of cp to increase ERP to 17.5 kw; waived sec. 3.205(a) of rules to permit change of studio location; change ant.-trans. location; make changes in ant.-system (side-mounted ant. near-top of KXTR tower-existing); increase ant. height to 255 ft.; remote control permitted.

KANA Anaconda, Mont.—Granted extension of authority to sign-off at 6:05 p.m. daily for period ending Jan. 30, 1961.

■ Granted STA for following vhf tv repeater stations: Buffalo Tv Club, chs. 11 and 8, City of Buffalo, S. D. (KDIX, ch. 2, Dickinson, N. D., and KOTA, ch. 3, Rapid City, S. D.); Iron County Commission, chs. 11, Parowan, Paragonah and Summit, 8, Minersville, 8 and 2, Cedar City, 2, Kanarraville and New Harmony, 8 Modena and Beryl, all Utah (KUTV, ch. 2, Salt Lake City, Utah); City of Oakley, ch. 4, Oakley, Kan. (KAYS-TV, ch. 7, Hays, Kan.); Lance Creek Tv

Continued on page 101

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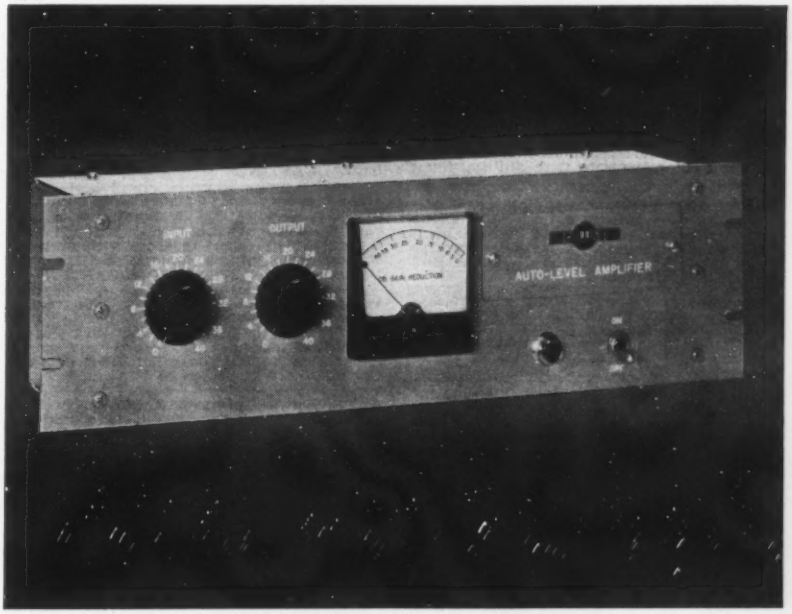

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- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

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Help Wanted—Management

Sales manager, aggressive, promotional-minded, for small market station Salary and commission can earn $6000.00, plus. Send complete resume and photograph. Box 243D, BROADCASTING.

Southern Group—see our ad under Help Wanted—Sales.

Expanding group of five radio and five tv stations in Arkansas, Oklahoma, Texas and Nevada seeking sales managers with potential for advancement in progressive organization. Strong radio and/or tv sales background mandatory. Send snapshot with resume of education, experience and earning history to: William D. Stiles, Donrey Media Group, Box 550, Las Vegas, Nevada.

Sales

South Florida calls. Before winter strikes, make the move you've dreamed about. Full-timer metro market needs salesman at least two years experience. Good opportunity for you to work up in one owner chain. Box 259C, BROADCASTING.

35% commission, $40 per week, in medium size midwest market. Very prosperous fm only. Opportunity to advance to sales manager with considerable salary increase. Box 502C, BROADCASTING.

Salesman—excellent opportunity for good producer. Top St. Louis independent, multiple market. $6000 plus resume to Box 904C, BROADCASTING.

Southern group—Top-rated metropolitan stations—seeks 2 salesmen—30-40, married. Liberal guarantee—moving expenses, rapid advancement. Prefer residents of Texas, Louisiana, Arkansas, Tennessee, Alabama, Georgia, Mississippi. Send photo, resume Box 977C, BROADCASTING.

Excellent opportunity for selected few salesmen now employed at large and small stations in southeast. Position requires area travel. Average earnings $15,000 per year. Write full details to Box 207D, BROADCASTING.

Wanted: An experienced salesman or an announcer with a desire to sell and make the bigger money a salesman's ability permits. Starting arrangement up to $100.00 per week commensurate with ability. Send all inquiries to Box 250D, BROADCASTING.

Midwest opportunity—expanding, adult station offers good future and current income as area salesman. Minimum 2 years experience in radio sales, civic minded, prefer family man. Send picture and resume. Box 262D, BROADCASTING.

Sales manager for good small market station. $600 month guarantee plus good commission scale. Job has paid $9,000 up annually last three years. Complete resume and reference to S. A. Hassan, General Manager, WROY, Carmi, Illinois.

Salesman-announcer who really likes radio, people, small city. Active accounts, additional prospects, city and area. Part announce shift. Send full information about yourself and audition tape. R. B. Cupp, Owner, KOFO, Ottawa, Kansas.

Second salesman for net-news indie in Michigan's highest-rated market for % business activity. Must be married, 25-40 with small or medium market experience. Salary plus commission. Top list of accounts. Michigan applicants favored. Send resume and picture first letter to Joe Butler, WKLZ, Box 663, Kalamazoo.

Good salesman $400 guarantee plus good commission scale. Small, good single station market. Complete resume and reference to S. A. Hassan, General Manager, WROY, Carmi, Illinois.

Help Wanted—(Cont'd)

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Well-bred salesmen desired by community oriented new station edge of NYC metropolitan area. Drexel Hill Associates, Convent Station, N. J.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Trade your snow shovel for a palm tree! South Florida calls fast paced format radio d.j. At least two years experience. Ideal living, working conditions. Rush tape, resume Box 102D, BROADCASTING.

If you are an announcer with desire and ability to fit into an organization that promises opportunity and advancement . . . a good starting salary with regular raises . . . then we want you. No empty promises . . . this is a growing Pennsylvania chain. We need good people. Two years commercial experience required . . . plus car. Send tape and resume to: Box 202D, BROADCASTING.

Still looking for bright, alert, lively sounding dj who can operate tight board, set a fast pace and maintain it, strong on sell, ideas and enthusiasm. $100, plus. Eastern Pennsylvania 5 kw. Rush tape, photo and facts. Box 214D, BROADCASTING.

Experienced deejay, 20 to 30 age bracket, minimum 2 years professional background. Pleasant, mature voice for top-40 operation. Operate board—most commercials on tape. Power station on southeastern gulf coast. Preference to area applicants. Rush brief tape, resume to Box 229D, BROADCASTING.

Wanted: Mature announcer for midwest station; must have good voice, run tight board, know and enjoy adult music and interested in settling down in pleasant and progressive community. Must be available in January. Box 267D, BROADCASTING.

Experienced announcer with management potential for northeast good music station. Prefer married man with excellent credit and character references. Box 268D, BROADCASTING.

$100,000 per week if you can fit into a middle-of-the-road news and music station; if you can be a solid citizen in a small western community; if you want to grow with multiple station ownership; send tape and full particulars to Box 272D, BROADCASTING.

Wanted: A young man who walks, talks, and sleeps modern radio to add his spark and fire to solid but sleepy network station in midwest. Send tape, resume and salary expectation to Box 278D, BROADCASTING. Come grow with us as an announcer.

Announcer for progressive station in New Mexico. Adult programming, favorable living conditions, good schools, wonderful climate. If you are now in Arizona, New Mexico, Colorado or Utah we would like to hear from you. If you have engineering ability even more desirable but not necessary. Box 282D, BROADCASTING.

Announcer with first class ticket wanted for quality radio station in east. Excellent facility, good group, wonderful area for living. Send details first letter to Box 290D, BROADCASTING.

News director. Coordinate net, mobile units, wire, etc. Also hiring fast format, top tunes deejay. Progressive N. C. station. Send tape, references, starting salary. Box 303D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Morning man. Pennsylvania small market station. Reply Box 304D, BROADCASTING.

Personable announcer-salesman who really likes radio, people, small city. Send full information about yourself and audition tape. R. B. Cupp, Owner, KOFO, Ottawa, Kansas.

WAM-E, Miami, Florida, one of top stations in Miami going full-time shortly, needs two tight, production conscious, personalities. Must be able to meet and beat tough competition, no screamers, experienced, polished men only. WAM-E is a promotion minded modern station, if you can't keep up don't apply. Send tape, rating history, picture, salary requirements to Murry Woroner, Station Manager, WAM-E, 141 N.E. 3rd Avenue, Miami, Florida.

Help wanted—announcers! Bright, intelligent disc jockey wanted by station in the top-30 market. No screamers. Bright type sounding man only need apply. For the right man, this is a permanent position. Send tape and resume to Radio Station WINN, Louisville, Kentucky.

Immediate opening for fast moving dj on-central Illinois top rated station. Send tape and complete resume, immediately to Howard Frederick, WIRL, Peoria.

Immediate opening for announcer with first phone license. Light maintenance. WSYB, Rutland, Vermont.

Announcer-dj with good music NBC midwest affiliate. Must have experience. Work days. Good salary plus benefits. Send photo, tape and resume to Ed Hout, WTRC, Elkhart, Indiana.

Swinging d.j. with first ticket for #1 station Michigan metropolitan market. Excellent living conditions. $100-$125 week. Tape, photo, recent earnings, resume to Ken Baugh, WTRU, Muskegon, Michigan.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Established 1000 watter in solid north east has opening for first ticket. Opportunities for party with additional talent. No floaters. Benefits, security. Box 276D, BROADCASTING.

Engineer-announcer with technical ability. WAMD, Aberdeen, Maryland.

Transmitter engineer. #1 station, Illinois' second market. Permanent position with excellent working conditions. Opportunity to share mobile equipment maintenance and facilities development. Write R. D. Schneider, WIRL, Peoria, Ill.

Engineer for radio. Chance to work into tv. Some experience preferred, but not necessary. Reply to Glenn Winter, WSBA, York, Pennsylvania.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Help Wanted—(Cont'd)

Production—Programming, Others

Expanding medium midwest market demands expanded news operation. Good chance for advancement. Salary open. Prefer experience but will consider beginner with B.A. Send complete data, tape and salary requirements first letter. Box 133D, BROADCASTING.

Operations manager for New York area station. Experienced in all phases station operation, programming, and traffic. Send all information including photo to Box 169D, BROADCASTING.

Solid daytimer western New York opening for traffic copy guy or gal. Other talents helpful. Security benefits for reliable party. Box 275D, BROADCASTING.

Immediate opening for fulltime experienced news director. Tell all in letter, include recent photo, professional and credit reference, salary requirements, etc. Also audition tape. Send to Manager, KGFW, Kearney, Nebraska.

Wanted, dedicated, experienced and enterprising radio newsman immediately. Good opportunity for hustler at one of the nation's great stations in the south. Call or wire Frank Page, KWKH 50,000 watt, SH422-8711, Shreveport, La.

Open, a permanent position in radio copy. Past experience and good record necessary. Good pay, pleasant living conditions in Kenosha, Wisconsin. Midway between Milwaukee and Chicago. Call or write Bill Lipman, WLIP.

Experienced spot commercial writer to write continuity and make up book. Give complete details about yourself, references and samples. WNXT, Portsmouth, Ohio.

RADIO

Situations Wanted—Management

Manager of highly successful 250 watt fulltime independent contemplating change after first of the year. Family man, seventeen years radio experience, college graduate. Wants position with greater financial opportunity. Any offers? Box 223D, BROADCASTING.

Sales manager experienced, top references. Want management small to medium market. Box 226D, BROADCASTING.

Commercial manager. Ziv-TV. Sales experience as a professional plus! 37, college. Box 260D, BROADCASTING.

Interested in small California station management with possible future purchase (whole or part) or will lease with option to buy. Responsible manager, expert salesman, looking for opportunity. Box 261D, BROADCASTING.

Manager available. 15 years general sales manager with station on east coast. Annual sales over $1,000,000 in 12 station market rated in 3rd or 4th place. My personal annual sales over $200,000—Sold and service 55 active accounts. Supervised staff of seven men. Replies Box 269D, BROADCASTING.

Develop, sell, engineer profitable, communicating, small market radio. Young, experienced, family. Box 271D, BROADCASTING.

Aggressive broadcast executive: Combination general manager and chief engineer. Comprehensive knowledge of radio broadcasting. Specialized in handling labor relations and management problems. 23 years managerial and technical experience. Box 279D, BROADCASTING.

Manager: Strong on sales, low overhead operation. Available February 1st. Prefer medium market. Box 289D, BROADCASTING.

Stations in Ohio, Pennsylvania, New York, New Jersey, Virginia—need a manager-sales manager. Presently employed. Box 300D, BROADCASTING.

Ex-employer became millionaire! Under me, KOBY, mighty 690, others success unprecedented! Available, right offer, any market. Top industry references. Let's talk! Bill Brown, Tuxedo 4-3390, Harrisonville, Missouri.

Situations Wanted—(Cont'd)

Management

Present station now showing profit, to sell shortly. Seeking small or medium station with % arrangement. Present employers will recommend. S. King, Box 198, Eagle Pass, Texas.

Radio manager. 7½ years sales manager. Also national tv sales manager experience. Highest recommendations. Prefer midwest or west. W. C. Porsow, Hemlock 7-6348. Green Bay, Wisconsin.

Announcers

Basketball play-by-play seven years experience, finest of references. Box 747C, BROADCASTING.

Announcer, dj, family man, experienced, will settle, salesman. TR 6-1291, N.Y.C. Box 112D, BROADCASTING.

Announcer with creativity. Veteran, 25, college graduate, with N.Y. network. Production with imagination. Music and news stations write immediately. Box 119D, BROADCASTING.

Available for immediate audition. Experienced in all phases radio, tv, production, etc. Minimum $150 per week. Write Box 145D, BROADCASTING.

Young, experienced announcer. Copy, traffic, production. Write Box 155D, BROADCASTING.

Fourth dimension news—Latest tickler to attract ayem audience by top rated pro looking for metro home. Can corner midmorning housewife audience. Saleable ideas, agency approved, programming experience. 32, married, responsible. Box 219D, BROADCASTING.

Announcer salesman, experienced, free lancer, want to settle down. Box 253D, BROADCASTING.

Country disc jockey. Announcer. Third phone. Operates own board. Over 3½ years part-time experience with 5000 watt Mutual station, desires full time air work. Box 257D, BROADCASTING.

Announcer—N.Y., Conn., N.J. Young, ambitious air personality. Knowledge of pop music, terrific. Audience pleaser. Box 259D, BROADCASTING.

1st phone dj, now employed by top 50 type station in 7 station southwestern market. Single and ready to travel. Looking for permanence. 90 dollar minimum. Box 264D, BROADCASTING.

Radio-tv announcer on way up. Permanent. Medium market. $70. Box 266D, BROADCASTING.

Experienced dj—top 40 or other. Run own board, tight production, no floater, prima donna. Box 217D, BROADCASTING.

Announcer, dj, experienced. College, bright, sound, tight production. No prima donna, dependable, married, family. Commuting NYC, $100.00. Box 252D, BROADCASTING.

Experienced, dj, announcer 34, interested in permanency. Authoritative news, New York sound. College, reliable, family man. Box 255D, BROADCASTING.

Ready to move after Christmas, college, vet, runs own board. Box 280D, BROADCASTING.

Experienced, Carolina newsman, college grad, employed, single, 26, radio-tv. Box 281D, BROADCASTING.

DJ-announcer: Five years experience. 25, single, vet. Two years college. Recently out of the Army. Locate anywhere. Tape, photo, resume on request. Box 283D, BROADCASTING.

Good voice. Experienced, college man. Talented announcer seeks news, good music. "No top 40." Will trade background for future with dedicated, real radio people. Prefers east. Box 287D, BROADCASTING.

Announcer, dj, experienced, want to settle down, not a floater not a prima donna. Bright, sound, tight production. Box 254D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Mature announcer, 10 years, know music, news, strong commercials, family man, morning, all nite and tv wants permanent location midwest by January 1. Box 293D, BROADCASTING.

Announcer—married—realize importance of dependable sell—authoritative news—"easy style" dj work looking for station with future. Box 298D, BROADCASTING.

If you're looking for: Excellent air-man, programming experience, personality, skilled in modern radio, college graduate, neat young man, experience with one of nation's outstanding formula chains . . . Then maybe I'm your man! Looking for pd job in medium market or a good dj slot in larger market. Box 299D, BROADCASTING.

Young announcer, mature voice. Authoritative news-dj-3rd class ticket. Relocate commuting distance—N.Y.C. W. coast considered. Late night shift. $110. Full particulars 1st letter. Box 302D, BROADCASTING.

Versatile newscaster, play-by-play sportscaster. Edits, writes well. Knows popular music. 15 years experience. Box 1977, Phoenix, Ariz.

Announcer-salesman. Experienced. Excellent radio voice. First class license, if required. 424 Cleveland Avenue, Ashland, Ohio. Phone 4-8262.

Experienced announcer. Immediate. Clarksburg, West Va. Main 4-7451, Extension 602. Prefer south.

Mature, experienced announcer seeks permanent position on eastern seaboard—Personal interview preferred. (Tapes available). Restricted ticket. Call Monument 2-9126 or write David Arthur, c/o Gottheif, 124 W. 93rd St., N.Y. 25, N.Y.

Announcer, married, natural, easy, bass-baritone, 40, good appearance, references. Prefer good music, newscasting, adult sound. Have 14 years stage experience broadway and stock; not camera-shy. Worked d.j., news, commercial, sales, copywriting, Duluth area. Prefer Minnesota, Wisconsin. George Cassidy, 332 No. 12th Avenue E, Duluth, Minn.

Morning man 7 years, now with daytimer, want a.m. spot. All types announcing, deep voice. 14 years c&w entertainer, dj. Bob Kinney, 145 W. 5th, Bloomsburg, Pa. ST. 4-4560.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

D.J.—Strong personality for your station. Young, married, college grad. Tape will prove ability. Write now. Mr. Ned Ward, 20755 Hartland #4, Canoga Park, California.

Disc jockey—formerly with WWDC, Washington, D. C., one of nation's top independents, available due to policy changes. All sports play-by-play—No top 40's, 12 years experience. Married, 4 children. Salary minimum $150. Contact Ted Work, 4700 Creek Shore Drive, Rockville, Md., phone WH 2-3651.

Technical

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

Willing to learn your way. Have first phone, some technical ability; will announce, contact Noel Oatman, 3905 Atlas, El Paso, Texas.

Production—Programming, Others

Newsman, five years experience, college education, excellent, writing, editing, gathering and reporting. Anywhere in U.S. Box 159D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Farm broadcaster—18 years. Excellent commercial record and recommendations. Interested possible move. Box 173D, BROADCASTING.

Talented tyroette. Type persuasive copy. Operate console. Mike work. Available immediately. Box 196D, BROADCASTING.

Aggressive young newsman, thoroughly experienced in electronic journalism, seeks position as news director. Recipient of five major news awards during the past twelve months. Eight years radio-television experience. Currently assistant director of six-man news staff in one of the top ten markets. Full details first letter. Personal interview required. Write Box 216D, BROADCASTING.

Creative copy—traffic medium market, desires copy only, larger town above 30,000. Family man. $90.00 weekly minimum. Box 265D, BROADCASTING.

News director—Now heading crack news staff at leading station in heavily competitive top 100 market. Considering advancement and challenge. Well experienced . . . both formula and prestige. Box 270D, BROADCASTING.

News director-newsman. Years practical experience. Fast rewrite, on the spot coverage. Box 273D, BROADCASTING.

Have creative ability. Will write. My wife knows of this ad. Box 284D, BROADCASTING.

Promotion publicity manager 20 years experience radio and tv. Also familiar with programming. Excellent references. Box 291D, BROADCASTING.

Program director available—13 years experience (program director + personality deejay). 1 year top national advertising representative. Offer: ambition, experience, creativity, education (college graduate). Extensive background. Box 294D, BROADCASTING.

Sports director. 15 years experience play-by-play basketball, football, baseball, seeks position or part-ownership in sports minded station. Married, college grad, veteran. Can furnish references and details on request. Box 306D, BROADCASTING.

TELEVISION

Help Wanted—Sales

Wanted, general sales manager for outstanding tv station in Wichita, Kansas. Excellent opportunity for right man with thorough knowledge of national and local sales plus strong selling ability. Inquiries held confidential. Box 924C, BROADCASTING.

Our hourly rate is $1,000.00; we cover 466,640 tv homes in the industrial heart of the progressive Piedmont area of North Carolina. We're a CBS affiliate now in our 12th year. Need an experienced man to serve as our local/regional sales manager. Background, experience and character are important. Exceptonal opportunity, immediate opening. Write fully, in confidence, include snapshot, to Dick Holloway, Salesmanager, WFMY-TV, Greensboro, North Carolina.

Help Wanted—(Cont'd)

Sales

Leading ABC affiliate in wealthy midwest market expanding sales force. Oportunity for experienced broadcast salesman who has creative approach and record of repeat sales. Send resume and photograph to Box 211D, BROADCASTING.

Announcers

Experienced announcer or announcer-switcher for Colorado tv station after first of year. Permanent position. Send complete details, photo and tape. Box 985C, BROADCASTING.

Television station in midwest major league city has opening for sports announcer. Send photo, tape and resume. Write Box 157D, BROADCASTING.

Experienced on-camera announcer. Must be strong newscaster. Should have ability to also gather and write news. Excellent opportunity. Complete details should also include recent snapshot and tape. Manager, KSWS-TV, Roswell, New Mexico.

Experienced, mature announcer with good commercial style for NBC-TV affiliate in south Texas. We are interested in permanent addition to our present staff. Send picture, voice tape and references to Lynn Pentony, P.O. Box 840, Corpus Christi, Texas.

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Transmitter engineer, experienced and capable, top pay for top work. Leading midwest full power vhf. RCA equipment. Box 172D, BROADCASTING.

Wanted: Engineer with first class license to work in tv. Experience not necessary. Write, no telephone calls, to WINK-TV, P.O. Box 1072, Ft. Myers, Florida.

Palm Beach vhf station has immediate opening for experienced studio supervisor. First class ticket, capable of maintaining all types of studio equipment required, regular hours, above average area salary, ideal working and living conditions in America's winter playground for the right man. Call or write Lew Evenden, Chief Engineer, WPTV, Channel 5, Palm Beach, Florida.

Production—Programming, Others

Leading south Florida tv station has immediate opening for experienced tv copywriter. If you want to write and that's all, this is the job. Send full details, minimum salary requirements to Box 231D, BROADCASTING.

Large University station has opening for producer-director. Must have bachelor degree and producing experience. Salary $7,000.00. Write Lee Frischknecht, Program Manager, 600 Kalamazoo St., East Lansing, Michigan.

TV openings. Announcer-director, Fort Wayne; broadcast engineers, Fort Wayne and Indianapolis; studio assistant, Fort Wayne. Contact E. M. Sears, Box 62, Bloomington, Indiana.

TELEVISION

Situation Wanted—Sales

Currently employed as national and general sales manager. Supervise local sales force and sell locally Excellent recommendations from agencies, station representatives and clients. Desire change. Please write Box 244D, BROADCASTING.

Announcers

Young, experienced radio-tv announcer. Family, sober. Present employers recommend. Box 256D, BROADCASTING.

Young, ambitious announcer seeks staff or news position in T.V. radio experience, college. Prefers east. Box 285D, BROADCASTING.

Technical

Experienced tv studio and transmitter maintenance man available. 1st phone. Box 186D, BROADCASTING.

Help me go to college. 2½ years experience in television engineering, with first phone. Will consider educational station. Excellent references. Box 251D, BROADCASTING.

Experience is the reason many southern stations employ our graduates, they say training their own is costly and risky. Find out now how your station can benefit from our unique training program. Contact Intern Supervisor, WTHS-TV, Miami.

Production—Programming, Others

Available January 15, 1961—Production/direction live/film. Versatile all phases commercial/education. 10 years experience. Have Arri—Passport—Will Travel. Box 640B, BROADCASTING.

Newsman. Presently tv news director for tv-radio. Experienced newswriter, news photographer, and on-the-air. Winner various awards for excellence. 14 years news. Prefers California station. Excellent references. Hard worker. Education in law. Box 258D, BROADCASTING.

Young man, 28, writing ability, 9 years solid tv newsfilm background seeking job N.Y.C. area. Any offers? Box 263D, BROADCASTING.

FOR SALE

Equipment

For sale immediately, one 3 tower 5 kw phasing unit for 1390 kc's and one 3 tower 1 kw phasing unit for 1390 kc's. These two units can be converted to other frequency's. Both units manufactured by E. F. Johnson Company and like new in Westinghouse cabinets. Box 305D, BROADCASTING.

2 4-1000, 1 new, 1 new without box $75 each; 1 GE dual channel BC1A dual channel console $400. KCFM, 532 DeBaliviere, St. Louis, Mo.

1-DB R.C.A. 1 KW transmitter tubes and 980 kc crystals, converted to 833-A tubes, no power transformer. First $250 takes it. C.O.D., F.O.B., WCUB, Manitowoc, Wisconsin.

One GE-FM-10 kw amplifier and power supply type 4BF3A-1, $3875.00. One GE, FM-STL transmitter and receiver with antennaes, type 4BT9A-1, $2950.00. Call or write WDOD, Chattanooga, Tennessee.

Gates (ST-101) spot tape. Make offer. No reasonable figure refused. Two Gates CB-10 turntables. Manager WONW, Defiance, Ohio.

Complete radio system licensed 166.25MC in Volkswagon bus. Will sell bus and/or equipment. WWOK, Charlotte, N. C.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

DJs—TOP 20 MARKET NEEDS YOU

If you are really good and have proof of your ability to get rating points. This is immediate. Air Mail special music and news air check with smile in it. Send references and short background. Big chain, all the benefits, top pay. RUSH! Box 288D, BROADCASTING.

(Our personnel know of this advertisement).

FOR SALE

Equipment—(Cont'd)

Good, used broadcast equipment. Send for list. L. C. McCall, 614 Valley Drive, Dalton, Georgia.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Ampex 601-2P new, demonstrator. $725.00. 2 Altec M20 mikes, used, like new $145.00 each. Magnecorder N35B portable, used, good $160.00. Nicholson's High Fidelity Center, 115-19th Ave., So., Nashville, Tenn.

Rek-O-Kuk 12" disc recording mechanism model M-12. Microgroove and standard feedscrews, 8-ohm cutterhead. Excellent condition. $50.00. John Reiser, 1506 Pontiac, Ann Arbor, Mich.

One 800 foot guyed, 40 pound tower ready for immediate shipment. Also one 600 foot guyed, 30 pound tower ready for immediate shipment. TCA Radio Tower Company, Inc., 2615 Bankhead Highway, NW-Atlanta 18, Ga.

WANTED TO BUY

Stations

Radio station in western Pennsylvania—eastern Ohio. Experienced group of broadcasters. All replies completely confidential. No brokers, please? Would also be interested in CP. Box 296D, BROADCASTING.

Equipment

Used transmitter, 5 kw max. high vhf band for standby use, also used 16 millimeter projector for Vidicon, full particulars first letter. Box 286D, BROADCASTING.

One audio consolette in good condition. State make, model, age, price. KGRT, Box 968, Las Cruces, N.M.

Want to buy fm modulation and frequency monitor and a good used studio console, preferable a dual-channel one. Write David Gustafson, Station Manager, KUMD-FM, Duluth 12, Minnesota.

AM frequency monitor needed now. Please send make, model and condition. WJAG, Norfolk, Nebraska.

Wanted: 1 television filter plexer, uhf, preferably Channel 43, RCA. Will consider other channels. Norwood Patterson, 1111 Market Street, San Francisco, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license. Resident class or correspondence. First class license instruction completed in five or six weeks. No added cost for added time, if needed. This is the shortest, most practical and least expensive training course of its kind. Free literature. The Pathfinder Method, 5504 Hollywood Boulevard, Suite #216, Hollywood, Calif.

INSTRUCTIONS

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first phone license preparation. High record of results from our proven method. Announcer Training Studio, 25 W. 43, N. Y., OX 5-9245.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instructions at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

For lease. Kentucky 1 kw daytimer single single market station for lease. Two interested people with the know-how can make $700 to $900.00 per month each. Box 295D, BROADCASTING.

Broadcaster's wallet press card with your name, station; prominent lettering against cardinal background, plastic inclosed. Send $2 check/money order. Box 297D, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Professional tape duplicating, on location recording, air checks, and disc cutting. The Best Company, Box 308, Villa Park, Illinois.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Must find Frank Paul Cagemi. Air name Frank Carroll and Frank Condon. Contact Mrs. Ruthie Mae Taylor, 401 Stuart Avenue, Marianna, Fla., HuD 2-2889.

RADIO

Help Wanted

Production—Programming, Others

CONTINUITY WRITER

Top creative writer wanted for top station. Excellent opportunity also for announcer-copy writer. Send details and samples or call Harvey Hudson, **WLEE,** Richmond, Virginia.

Announcers

GO WEST
YOUNG MAN . . .
Good Advice!

Are you a bright, modern DJ with something different? 50,000 watt, progressive West Coast station. Salary open. We're ready if you are. Send tape, photo, resume to:

Box 274D, BROADCASTING

Help Wanted—(Cont'd)

Announcers

WANTED—AFTERNOON DISC JOCKEY—2 MILLION MARKET

Leading radio operation in Eastern 2-million market needs an afternoon personality with a showmanship flair.

Are you a performer with the degree of difference that stands out, even against seasoned, tough competition?

Contact us if you play the zither, know Joe Miller's Joke Book by heart or have a dynamic approach . . . we'll consider all top-flight show concepts—but no screamers please.

Turn-over is minimum here, this is our first personality opening in years. Salary goes up to $25,000 yearly.

Submit tapes with application. Tapes will be returned if you wish. Write:

Box 277D, BROADCASTING

RADIO

Situations Wanted—Announcers

EXPERIENCED ANNOUNCER AVAILABLE NOW

26 years old, dependable family man, desire permanent location in Washington, D. C. area (nearby Va. & Md. fine). 5 years radio experience, strong news and good music background, own boardman, shorthand and typing if needed. No drifter. Bill Legg, 1475 Euclid St., Washington 9. D. C. DE 2-9839.

Situations Wanted—(Cont'd)

Production—Programming, Others

TO: STATION OWNERS

A program-promotion-advertising man with many diversified years in the broadcast industry would like to talk with you about a station managership. Many years in the advertising agency field: in both the creative end as writer-producer and as broadcast account executive. (Top N. Y. agency, top-drawer accounts.) Promotion manager, and program director, with CBS o-and-o station. Film production experience in TV, and public relations, manufacturing. Created "Prof. Quiz," the original q-and-a program (many years on CBS); wrote, directed, produced many local, network programs in Washington. As talent: Newscaster, special events, emcee.

Box 292D, BROADCASTING

PROgramming CONSULTANT motion

bill stewart

Storz-McLendon-Star background

AVAILABLE — Jan 1st

Call — Little Rock
MO 3-2449 — write
RIVERCLIFF 366-L.R.

Employment Service

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—

Announcer-Engineers
Engineers-Salesmen
Announcers-Newsmen-DJ.'s

PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

TELEVISION

Help Wanted—Sales

WE'LL INVEST IN A TV SALES EXECUTIVE

This ad isn't directed to the run-of-the-mill salesman. The man we want may not be "seasoned," but he's an aggressive self-starter who will develop into tomorrow's sales executive. He has had TV sales experience; is imaginative, industrious, personable; and is fully equipped to work effectively with agencies, local and regional accounts.

This isn't a ready made job. Given the right man, we'll invest in him—underwrite his activities—and groom him for an important job with one of the country's most respected multiple-property operations.

If you fit the picture, you'll live in a pleasant, medium-sized, midwestern community. You'll start at up to $7500 depending on your background, and you'll move ahead rapidly with a wide-awake team at a station that's head and shoulders above competition. If you want to build a solid future for your family and yourself, write us a complete resume of your background and experience. An interview can be arranged.

Box 301D, BROADCASTING

INSTRUCTIONS

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

FOR SALE

Equipment

The Ultimate—
A Hard-to-find
SCULLY
RECORDING LATHE
*33 and 78 RPM
*11850 C RCA HiFi Cutting Head
*Presto 88A 50 Watt Amplifier
BEST OFFER OVER $4,000.
We will pack—You pay freight
KEX
2130 SW 5th Ave.—Portland 1, Oregon

Automatic Dehydrators
Brand New, with spare parts kit
Dielectric Products
Model 22 . . . $150
Andrew Model 1910 . . . $135
P & O Sales, 1236 — 40th Avenue
Sacramento 20, California

FOR SALE

Equipment—(Cont'd)

MULTIPLEX with MOSELEY

Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCG-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.

MOSELEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

Spotmaster

NO. 1
IN CARTRIDGE TAPE EQUIPMENT
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Texas	Single	1 kw-D	$ 130M	terms
Ariz	Single	Fulltime	73M	29%
Tenn	Single	Daytimer	62M	cash
Miss	Small	1 kw-D	70M	terms
Calif	Small	daytimer	175M	29%
Fla	Small	Fulltime	35M	terms
La	Medium	Fulltime	158M	29%
Ala	Medium	250w	55M	19 dn
Fla	Medium	Regional	230M	terms
Mass	Metro	Daytimer	200M	29%
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CALIFORNIA. Daytimer serving rich and growing market. Doing $100,000. Asking $150,000 with 29% down.

ROCKY MOUNTAIN. Operates 24 hours per day. Averages $200,000 per year. Cash flow this year $60,000. Asking $300,000 with 29% down including real estate.

CALIFORNIA. Small market. Daytimer. $5,000 down.

ROCKY MOUNTAIN. Daytimer. Exclusive. Did $50,000 last year. Profit $16,000 after depreciation. Asking $80,000.

CALIFORNIA. Full time. One of the top markets of state. Absentee owned. Asking $175,000 with 29% down.

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 95

Club, ch. 7, Lance Creek, Wyo. (KOTA, ch. 3, Rapid City, S. D.); Harry S. Clary, ch. 2, Dotsero, Colo. (KOA-TV, ch. 4, Denver, Colo.); Town of Red Cliff, ch. 8, Red Cliff, Camp Hale, Camp Hale Booster, Red Cliff Booster, all Colorado; KXLY-TV ch. 4, Marcus Tv Club, chs. 2, 6 and 4, Marcus, Wash., (KREM-TV, ch. 2 and KHQ-TV ch. 6, Spokane, Wash.); Whiteriver Civic Club, chs. 6 and 2, Whiteriver, Ariz. (KTVK, ch. 3 and KOOL, ch. 10, both Phoenix, Ariz.)

WISE-TV Asheville, N. C.—Granted license for tv station; ERP vis. 24 kw, aur. 12 kw; ant. height 420 ft.

WTVP(TV) Decatur, Ill.—Granted mod. of licenses to change name to WTVP—Metropolitan Bcstg. Corp.

WVNJ-FM Newark, N. J.—Granted mod. of cp to change type trans. ant. and decrease ant. height to 330 ft.

WCBC-FM Anderson, Ind.—Granted mod. of cp to change trans.; increase ERP to 69 kw.

WMSK Morganfield, Ky.—Granted mod. of cp to change type trans.

KSHE(FM) Crestwood, Mo.—Granted mod. of cp to decrease ERP to 5.1 kw; decrease ant. height to 240 ft.; change trans. site, studio location, ant. and ant. system (decrease height); remote control permitted.

Actions of November 30

■ Granted STA for following vhf tv repeater stations: Eagle Valley T V Corp., chs. 10 and 7, Eagle and Eagle River Valley, Colo., and ch. 6, North Gypsum, Colo. (KOA, ch. 4, Denver, Colo., KFBC, ch. 5, Cheyenne, Wyo.); Virgelle T. V., ch. 9, Virgelle, Mont. (KFBB, ch. 5, Great Falls, Mont.); Belle Fourche Tv Club, ch. 11, Belle Fourche, S. D. (KOTA-TV, ch. 3, Rapid City, S. D.); E. A. O.—T. V., chs. 2, Entiat, 2, Ardenvoir, 2, Orondo, all Washington (KREM, ch. 2, Spokane, Wash.).

WCBT Roanoke Rapids, N. C.—Granted involuntary transfer of control from **J. Winfield Crew Jr.**, to **Wachovia Bank & Trust Co.**, executors of the estate of J. Winfield Crew Jr.

KVLH Pauls Valley, Okla.—Granted assignment of license to **E. J. Ballard.**

WKPR Kalamazoo, Mich.—Granted assignment of cp to **Kalamazoo Bcstg. Co.**

■ Granted licenses for following am stations: WKKD Aurora, Ill., and specify type trans.; KNIA Knoxville, Iowa; condition.

K74BC Lihue, Hawaii—Granted license for tv translator station.

WGTC Greenville, N. C.—Granted license covering change of hours from daytime to unlimited.

WKBR Manchester, N. H.—Granted license covering change in facilities, change ant., trans. and studio location and installation of DA and new trans.

WUST, WJMD(FM) Bethesda, Md.—Granted mod. of licenses to change name to Atlantic Bcstg. Co.

WJHG-TV Panama City, Fla.—Granted mod. of cp and license to change main studio location.

WEXL Royal Oak, Mich.—Granted cp to install main trans.

University Advertising Co. Dallas, Tex.—Granted mod. of cp to change trans. and studio location; trans. and ant.; increase ERP to 119 kw, ant. height to 390 ft.

WIAC-FM San Juan, P. R.—Granted mod. of cp to change name to Bestov Bcstg. Inc. of Puerto Rico.

KNEB-FM Scottsbluff, Neb.—Granted mod. of cp to change trans., ant. and increase ERP to 6.9 kw.

WPRS Paris, Ill.—Granted mod. of cp to change type trans.

KPSD(FM) Dallas, Tex.—Granted authority to remain silent for a period ending Jan. 18, 1961.

■ Following stations granted extensions of completion dates as shown: KEEL Shreveport, La. to March 1, 1961; WINE(FM) Pittsburgh, Pa. to March 4, 1961; WIAC-FM San Juan, P. R. to Dec. 30; University Advertising Co., Dallas, Texas (FM) to Apr. 9, 1961; WEAW-FM Evanston, Ill. to May 18, 1961; KTBC-FM Austin, Tex. to Jan. 1, 1961; WTHT Hazleton, Pa. to June 8, 1961; WICC Bridgeport, Conn. to June 13, 1961; WCBC-FM Anderson, Ind. to Jan. 31, 1961; WMOX Meridian, Miss. to Feb. 28, 1961, and KSTN-FM Stockton, Calif. to Jan. 31, 1961.

Actions of November 29

K78AQ Seaside, Ore.—Granted mod. of cp to change transmitting apparatus.

KBOI-FM Boise, Idaho—Granted mod. of cp to change type ant. and make changes in ant. system.

WLAP-FM Lexington, Ky.—Remote control permitted.

■ Granted following stations change of remote control authority: WDKN Dickson County Bcstg. Co., Dickson, Tenn.; WTTB Tropics Inc., Vero Beach, Fla.

■ Granted extensions of completion dates as shown: WAMM Flint, Mich. to December 31; WITY Danville, Ill., to Jan. 31, 1961; WLLY Wilson, N. C. to December 31; WDLR Delaware, Ohio to January 24, 1961; KTAR-FM Phoenix, Ariz. to January 16, 1961; KBOX Dallas, Tex. to December 31; KCUL Fort Worth, Tex. to January 31, 1961; WHEW Riviera Beach, Fla. to January 1, 1961; WOI Ames, Iowa to December 31; K70BP, K74AX, K78AN, Nor-Sis Tv Corp., Yreka and Weed, both California to February 16, 1961; WHSM Hayward, Wis. to June 8, 1961; KBOI-FM Boise, Idaho to December 31, and WBAA-FM West Lafayette, Ind. to May 10, 1961.

Actions of November 28

■ Granted STA for following vhf tv repeater stations: San Juan County, chs. 12, 10 and 8, Monticello, Utah (KSL-TV, ch. 5, KCPX-TV, ch. 4, KUTV, ch. 2, all Salt Lake City, Utah); Centennial Tv Assn., ch. 11, Rocky Boy's Agency and surrounding area, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.); Camp Verde Improvement Assn. Inc., ch. 6, Lower Verde Valley & Lower Oak Creek, both Arizona (KVAR-TV, ch. 12, Phoenix, Ariz.); Breckenridge Volunteer Fire Dept., chs. 10 and 12, Breckenridge and Blue River Valley, both Colorado (KOA-TV, ch. 4 and KLZ-TV, ch. 7, Denver, Colo.); Sevier County, chs. 8, 10, 12, Northern Portion of Sevier County, 2, 4, 5, Monroe, 8, 10, 12, Koosharem, 3, 7, 6, Richfield, all Utah (KUTV, ch. 2, KCPX, ch. 4, KSL-TV, ch. 5, all Salt Lake City, Utah); Cokeville Community Tv. System, ch. 9, Cokeville, Wyo. (KUTV, ch. 2, Salt Lake City, Utah); Durango Tv. Translator, ch. 3, Upper Animas Valley near Durango, Colo.; Umatilla River Tv Assn., ch. 3, Umatilla river valley near Gibbon, Ore. (KEPR, ch. 19, Pasco, Kennewick, Wash.); Colby Chamber of Commerce, ch. 12, Colby, Kans. (KHPL-TV, ch. 6, Hayes Center, Neb.); Langlois Electronics Club, ch. 6, Langlois, Ore. (KOIN, ch. 6, Portland, Ore.); Park City Municipal Corp., chs. 4, 2 and 5, Park City, Utah (KCPX, ch. 4, KUTV, ch. 2, KSL, ch. 5, all Salt Lake City, Utah); Millard County, chs. 10, 12 and 8, Lynndyl, Leamington, Oak City, all Utah (KCPX, ch. 4, KSL, ch. 5, KUTV, ch. 2, all Salt Lake City, Utah); Pleasant Valley Tv Club, ch. 5, Howard, Colo. (KCSJ, ch. 5, Pueblo, Colo.); Hotchkiss Community Tv Assn., ch. 2, Hotchkiss and parts of N. Fork Valley, Colo. (KREX, ch. 5, Grand Junction, Colo.); Virgin Valley Tv Corp., ch. 4, Mesquite and Bunkerville, Virgin Valley, Clark County, all Nevada (KLAS, ch. 8, Las Vegas, Nev.).

KSEL Lubbock, Tex.—Granted assignment of licenses to **KSEL Radio Inc.**

WSEE(TV) Erie, Pa.—Granted license for tv station; ERP vis. 137.5 DA, aur. 68.7 DA; ant height 930 ft

WJHL-TV Johnson City, Tenn.—Granted license covering changes in tv station (main trans. & ant.).

***WVHC(FM) Hempstead, N. Y.**—Granted cp to change ant.-trans. location (same site).

KRMA-TV Denver, Colo.—Granted cp to change ERP to vis. 100 kw, aur. 53.7 kw, change in trans. and other changes in equipment; ant. height 880 ft.

KCFM(FM) St. Louis, Mo.—Granted cp to change ant.-trans. and studio location; increase ERP to 75 kw; decrease ant. height to 440 ft.; install new type trans. and new ant.

WYCA(FM) Hammond, Ind.—Granted mod. of cp to change type trans.

WWMT(FM) New Orleans, La.—Granted cp to change ERP to 13.5 kw; ant. height to 215 ft.

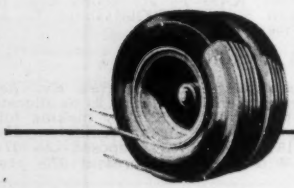
■ Granted extensions of completion dates as shown: KBMT(TV) Beaumont, Tex. to April 15, 1961; WXGA-TV Waycross, Ga. to June 9, 1961; WLBT(TV) Jackson, Miss. to December 31; KCMC-TV Texarkana, Tex. to June 9, 1961; KAIT-TV Jonesboro, Ark., to June 8, 1961, and WGET Gettysburg, Pa. to May 25, 1961.

Petition for rulemaking

Bluegrass Bcstg. Co., Lexington, Ky.—Requests amendment of rules so as to allocate ch. 37+ to Lexington, Ky., by making following proposed changes: Lexington, Ky. present 18+ 27— 64 70+ proposed 18+ 27— 38+ 64; Winchester, Ky. present 37+ proposed 70+.

What Mr. Khrushchev Has Overlooked!

In his plans to out-U. S. the U. S., Mr. Khrushchev seems to have overlooked one very vital requirement for success which this country has highly developed and which is practically non-existent in Russia: motor transport. To be sure, Russia has some railroads and these have played an important part in its production of capital goods, its heavy industry program. But one of the big reasons for America's dynamic growth and high standard of living has been its far-flung system of roads and streets, accommodating its millions upon millions of motor trucks. America's amazing development has truly been geared to "the wheels that go everywhere" . . . to the nearly 12,000,000 trucks that use the more than 3½ million miles of roads and streets to bring Americans everything they eat, wear or use! Mr. Khrushchev and his associates will have to build millions of miles of roads and streets and millions of vehicles before they can compete with this American way of transport.



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THE WHEELS THAT GO EVERYWHERE

ATA

OUR RESPECTS to David Mathews, L.A. network programs vp-director, F&S&R

He was ready for the wedding long before the courtship

As vice president and director of west coast network programming for Fuller & Smith & Ross, one of Dave Mathews' major responsibilities is riding herd on *Alcoa Presents,* ABC-TV Tuesday evening series dealing with extrasensory perception, prescience and other little understood psychic phenomena. It's a fine piece of executive type casting, for Mr. Mathews has an enviable personal history of successful long distance predicting. And, appropriately, his predictions dealt with television.

In the early 1930s Dave was a stage-struck teenager and a high school graduate, about to become a freshman at the U. of Minnesota. He had read of the early experiments with picture broadcasting and decided here was something that some day would be an operating reality that could provide him with an interesting occupation and an ample income. So he enrolled as a student of electrical engineering.

Three years later, young David went to the university board of regents and asked for a transfer to the University College, an experiment in progressive education, where he could pick his courses without the restrictions of a formal curriculum. After he got the go-ahead, he made up his own agenda which mixed Shakespeare and electronics, scenic design and playwriting in thoroughly unorthodox fashion. Result: a bachelor of science degree, awarded in 1936.

A Forward Look ▪ His next bit of video crystal-balling came in 1939. He had been working as a publicist in the Chicago offices of Metro-Goldwyn-Mayer and took his vacation in late August to drive to New York and talk to the company's top financial officer, David Bernstein. "Television," young Mr. Mathews declared, "is sometime and somehow going to become an important part of motion pictures and I want to prepare for it by going to England where television is already operating on a daily schedule. Please give me a job in our London offices, so I can work there and study tv at the same time." Or words to that effect.

Mr Bernstein did not agree that the motion pictures would ever have anything in common with television and declined to transfer Dave to London. Dave quit his job, bought a steamship ticket to England and was on his way back to Chicago to wind up things up there when his car's radio brought the news that Europe was at war.

Next Best ▪ Unable to study television in England, Dave decided to do the next best thing and pursue the subject in New York where three experimental tv stations were maintaining more or less regular program schedules. He signed up for some graduate courses at New York U. and, before his savings ran out, went back to work for MGM. After a brief time as general manager of General Record Co. (he advised the owners to liquidate the company and they took his advice), Dave joined Tom Fizdale Inc., public relations firm, where he originated the Camel Caravan tours of service camps.

When the U.S. entered World War II, Army Air Force Second Lt. Mathews reported for duty at Wright Field ("where there was then more talent than in Hollywood") as a writer-director of training films. Later, at the Pentagon, he and another writer-producer edited a quarter-million feet of film each week into a two-reel Air Force Film Digest reporting on the week's activities of U. S. flyers around the globe. The Film Digest soon became required viewing at all Air Force posts, with 400 prints, including one for the White House, complete with music, sound effects and animation.

Shorts, Features and Books ▪ During his Air Force days, Dave also produced educational shorts (e.g., "How Radar Works") for use in bond drives and in 1944 he once worked 70 hours straight on a film report on the progress of the war in the Pacific for Gen. George C. Marshall, chief of staff, to present to Congress. At the end of the war, Maj. Mathews was transferred to Hollywood to work on a history of the Air Force; but four years in uniform was enough, so he became a screen writer-producer at Universal-International and Columbia Pictures, concurrently ghosting books on child care and a course on cinematography (for five Academy award winners whose disagreements necessitated three complete rewrites).

F&S&R's Mathews
A vision of television

October of 1950 found him back in New York as a writer-producer for American Film Producers, where he worked chiefly on documentaries for the State Dept. and other government bodies. Here he made his first personal contact with commercial television when the studio produced the "Rinso Bird" commericals for Lever Bros. And here he met Willson Tuttle of Ruthrauff & Ryan, who persuaded him to go back to Hollywood for R&R as agency producer of *Big Town,* then moving from radio to television. When McCann-Erickson took over the account, Dave moved with the program to the new agency and a few years later moved with it again to Sullivan, Stauffer, Colwell & Bayles, remaining as film supervisor of *Big Town* until it left the air in 1957.

Joining Gross-Krasne's California Studios as general manager in charge of production, Mr. Mathews spent two years supervising production of the company's syndicated tv shows: *O. Henry Playhouse, African Patrol* and *Mr. Glencannon.* In the fall of 1959, his old friend Willson Tuttle, again got him into the agency field as his assistant as Fuller & Smith & Ross. After Mr. Tuttle's untimely death last January, Mr. Mathews succeeded him as vice president and west coast director of network programming for the agency, which meanwhile had merged with the Los Angeles agency, Stromberger, LaVene, McKenzie.

Born April 26, 1913, in St. Paul, Minn., David Mathews fell in love with the theatre quite early. In high school he organized a little theatre and, turning to the professional theatre, was first an usher; at 17 he was assistant manager of a St. Paul movie house. After college he played in summer stock, made his Broadway debut as a walk-on for a play whose name he can't remember today and tried to organize a Federal Theatre group in Minnesota just as the project collapsed under political fire.

In New York he met Joanne Myers, Chicago-born actress who subsequently became Mrs. Mathews and mother of Dave's two daughters, Susan Virginia, 16, and Melinda Joyce, 13. The Mathews family lives in Encino, a Los Angeles suburb.

Washington scuttlebutt

THERE's an obvious air of excitement around Washington these days. The question most frequently put by broadcasting interests is: What's going to happen at the FCC?

There's no ready answer. President-elect Kennedy is preoccupied with bigger things, though none could be more important to the harried broadcaster and those with whom he does business. It may be several weeks before Mr. Kennedy gets around to the vacancy on the FCC and to the naming of the FCC's new Democratic chairman.

Several names are mentioned as possibilities for the vacancy and perhaps the chairmanship. And there will be other avowed candidates before a decision is reached. Sen. Kennedy, since his election last month, has exercised extreme care in making the selections for his official family. It is to be assumed that he will follow the same meticulous processes down the line.

Many broadcasters have assumed that J. Leonard Reinsch, who ran the Democratic convention and was Senator Kennedy's right-hand-bower on tv-radio during the campaign, would be a hands-down selection for the FCC. But Mr. Reinsch prefers to return to his private broadcasting pursuits with the Cox Stations. This, however, will not remove him from party councils in the areas in which he is an acknowledged expert.

John S. Hayes, president of the *Washington Post* Stations, who was Sen. Lyndon B. Johnson's tv-radio advisor in the presidential campaign, like Mr. Reinsch, logically would be in line for appointment to a federal post.

Broadcasters generally would applaud the appointment of either or both of these broadcasters to federal office. Mr. Hayes, for example, has been mentioned for the directorship of USIA, the all-important external information assignment in government. He is eminently equipped for the job, but the chances are he will be unavailable, even if invited.

If there's only one vacancy to be filled on the FCC—as seems likely now—we hope the incoming administration will recognize the need for the appointment of a man with a knowledge of broadcasting and what makes it tick.

The man need not be a station manager. He could be in the advertising or the agency end. He should have an understanding of the vicissitudes of station operation and of advertising and what it contributes to our economy.

President-elect Kennedy knows what broadcasting generally, and the "Great Debates" in particular, did in his campaign for the presidency. The job was done by commercial stations and commercial networks. Certainly it isn't too much to suggest that one of the seven who sit on the FCC should know at first hand about the business of broadcasting.

Footnote for '64

THERE is still much speculation that the "Great Debates" of the 1960 presidential campaign will not be repeated.

It is argued that John F. Kennedy, if he runs for re-election, will not wish to give his opponent the same opportunity Mr. Kennedy had in 1960. That may be true. But it seems to us that there will be no graceful way for Mr. Kennedy to avoid sharing national television exposure with the opposition candidate. He has already committed himself to support of the principle of face-to-face encounters.

He made public his endorsement of the principle on July 28, immediately after his nomination as Democratic candidate, when he accepted an invitation from Robert Sarnoff, NBC chairman, to meet the Republican candidate, then unselected, in joint appearances on tv. As Mr. Sarnoff recently recalled in a letter to tv-radio editors, Mr. Kennedy said: "I believe you are performing a notable public service in giving the American people a chance to see the candidates of the two major parties discuss the issues face to face."

Immediately after his election, Mr. Kennedy told newsmen he could not have won without his tv exposure.

As President Mr. Kennedy cannot disengage himself from the enthusiastic endorsements of the debate principle that he made as a candidate and as a victor in the election. If he determines, in 1964, to escape a television match with his opponent, he will have to find a clever way to do it.

Unfortunately, a clever way may be available to him.

The Congress has the power to make debates impossible in 1964, just as it made them possible in 1960.

Sec. 315, the political broadcasting law requiring equal broadcast treatment for all candidates, was suspended in its application to the presidential race in 1960. If the section had been operative, the debates between Mr. Kennedy and Richard Nixon could not have been held unless similar debates were arranged for all the inconsequential candidates who appeared in one state or another on the presidential ballot.

Sec. 315's suspension ended Nov. 8, election day. The Congress needs to do no more than avoid further reference to Sec. 315 to protect Mr. Kennedy from face-to-face tv meetings with his opponent four years from now.

There was at least an element of partisan consideration in the decision of Congress to suspend Sec. 315 for the 1960 presidential campaign. Congress was controlled by the Democrats who saw a chance to obtain for their candidate a massive television audience they feared their budget would be inadequate to buy.

The same partisan consideration could figure in the congressional attitude toward Sec. 315 in the next four years—but working toward the opposite objective. Assuming the Democrats retain control in the 1962 congressional elections, they will be in a position to deprive the 1964 Republican candidate for President of the exposure they made possible for their man in 1960.

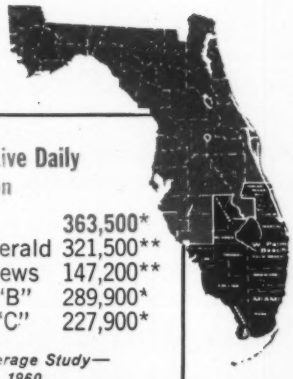
In the absence of any partisan advantage to be gained by the majority in Congress, it is evident that a correction of Sec. 315 will come about only after massive effort from other sources. In accepting Sigma Delta Chi's fellows award Dec. 3 Frank Stanton, CBS president, implored newspapers to get behind the movement for Sec. 315 revision. We hope Dr. Stanton's urging gets results.

The American public will gain much if Sec. 315 is revised, for "Great Debates" and related political coverage on television are designed for the benefit of the electorate, not the candidates. But broadcasters have a special stake in the correction of Sec. 315.

No program series has evoked such public approbation as the "Great Debates." It would be a pity if broadasters were prevented from repeating the performance in 1964.

Drawn for BROADCASTING by Sid Hix

"Does everything *around here have to be hardsell?"*



Comparative Daily Circulation

WTVJ	363,500*
Miami Herald	321,500**
Miami News	147,200**
Station "B"	289,900*
Station "C"	227,900*

*ARB Coverage Study— January 1, 1960

**Publisher's Statements— March 31, 1960

13.1% more South Florida homes view WTVJ daily than read the area's largest newspaper . . . 147% more homes than read the second newspaper. WTVJ is viewed daily in 40.5% more homes than the average of the other two Miami television stations. Obtain the facts from your PGW Colonel. Ask him for Profile III.

WTVJ

CBS

SOUTH FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

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